

JUNE • 1957

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Electrical

Merchandising



*Don't miss these two
important features:*

**HOW TO MAKE MONEY
IN A SMALL TOWN**

and

**ONE WAY TO GET BIG
IN AIR CONDITIONING**

Here's what dealers say about terrific full-profit Apex \$139⁹⁵ washer package

QUALITY HOME FURNITURE

CLEVELAND, OHIO

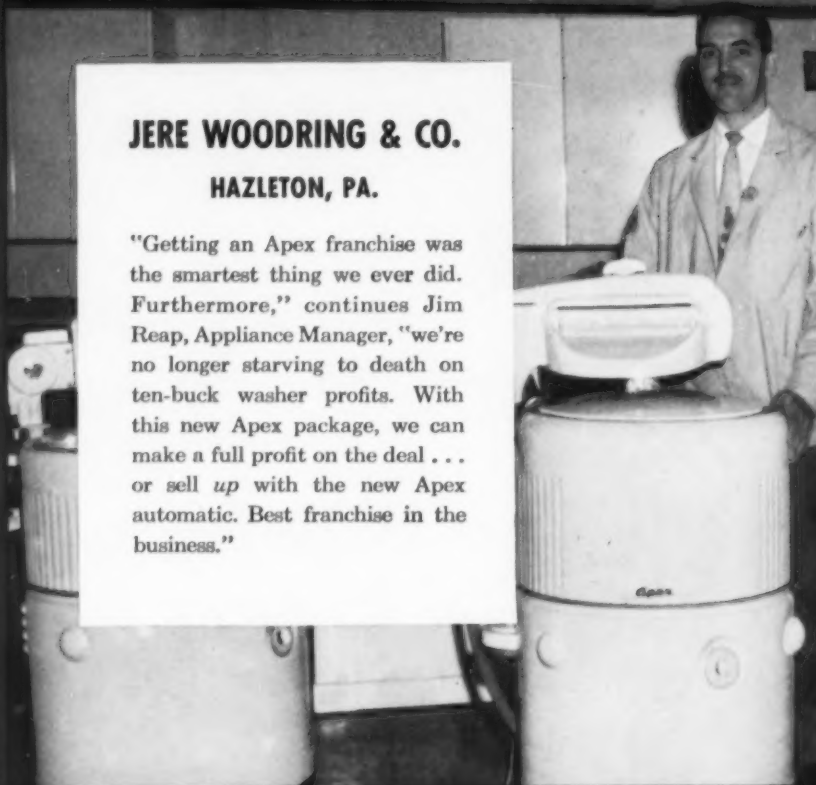
Listen to Jack Saul, Appliance Sales Manager: "We have such great confidence in the Apex washer that it's the only make we carry. We know and prove to our customers that it outperforms all other washers. We expect great things of the new Apex 1065 and are anxious to get started when they arrive. Our washer business is profitable enough so we can afford to carry our own paper."



JERE WOODRING & CO.

HAZLETON, PA.

"Getting an Apex franchise was the smartest thing we ever did. Furthermore," continues Jim Reap, Appliance Manager, "we're no longer starving to death on ten-buck washer profits. With this new Apex package, we can make a full profit on the deal . . . or sell up with the new Apex automatic. Best franchise in the business."



STANDARD FURNITURE CO.

ALBANY, N. Y.

Says Chester Fienberg, General Manager: "Of all the thousands of Apex washers we have sold in the quarter of a century since we first started with Apex, the biggest seller and a real profit maker is Model 1065. Apex has been a trouble-free, profitable line of washers for us, particularly with the co-operation of Rudy Browd, H. A. McRae Company, the local distributor. We've just unloaded our first carload of 1065 washers and expect to sell even more."



Here's the DEAL THAT'S BRINGING FULL PROFITS ON MORE SALES IN EVERY COMMUNITY... BIG 22-GALLON MACHINE WITH PLUS FEATURES FOR \$139.95.

YOU MAKE FULL PROFIT ON EVERY SALE

Suggested retail price **\$179⁹⁵**

Special sales-starting
trade-in allowance **\$40⁰⁰**

**CUSTOMER
PAYS ONLY \$139⁹⁵**

AND THERE'S A COMPLETE LINE FOR TRADING UP,
WITH SELLING FEATURES TO MEET ALL COMPETITION

ACT
NOW!

You will have time to boost sales and profits
with this special APEX \$139.95 package. Phone
or write for details.

YOUR DISTRIBUTOR HAS COMPLETE
MERCHANDISING KIT READY FOR YOU NOW

Apex

Electrical Merchandising

A
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Contents • June, 1957

Trends	5
Trends—Region by Region.....	9
Mort Farr Says: <i>Transistors are Changing Our Business</i>	29
Economic Currents.....By the McGraw-Hill Dept. of Economics	32

How to Make Money in a Small Town.....By Ken Warner	45
1,747 Dryers in Two Months.....	49
\$12,500 in Power Mowers.....	50
One Way to Get Big in Air Conditioning.....	52
He Gave Up Appliances for Kitchens.....	56
Major Appliance Service: <i>Repairing Electric Ranges</i> By P. T. Brookwell, Jr.	58
Credit Is This Dealer's Best Tool.....By Bill McGuire	60
A Profitable Color TV Volume.....	63
Beware the Bad Government Check.....	64

Electric Appliance News—New Products.....	109
News—Trade Report	121
Chicago Markets Listings.....	122
Scheduled Meetings	125
Color TV Program Schedule.....	129

EDITORIAL: *Let's Stop Crying*.....Facing Inside Back Cover

Vol. 89, No. 6



ELECTRICAL MERCHANDISING



June, 1957

ELECTRICAL MERCHANDISING is published monthly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder, Publication Office: McGraw-Hill Building, 330 West 42nd St., New York 36, N. Y. See panel below for directions regarding subscriptions or change of address.

EXECUTIVE, EDITORIAL, CIRCULATION and ADVERTISING OFFICES: 330 West 42nd St., New York 36, N. Y. Donald C. McGraw, President; L. Keith Goodrich, Vice President and Treasurer; John J. Cooke, Secretary; Nelson Bond, Executive Vice-President, Publications Division; Ralph B. Smith, Vice-President and Editorial Director; Joseph H. Allen, Vice-President and

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Subscriptions are solicited only from persons engaged in the manufacture or sale of household electrical appliance, television or radio. Position and company connection must be indicated on subscription orders. Send to address shown in box below.

Single copies \$1.00. Subscription price in the United States and possessions: \$2.00 for one year. Printed in U.S.A. Cable address "McGraw-Hill New York". Copyright 1957 by McGraw-Hill Publishing Co., Inc. All rights reserved.

SUBSCRIPTIONS: Send subscription correspondence and change of address to Subscription Manager, Electrical Merchandising, 330 West 42nd St., New York 36, N. Y. Subscribers should notify subscription manager promptly of any change of address, giving old as well as new address, and including zone number, if any. If possible enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster . . . Please send form 3579 to Electrical Merchandising, 330 W. 42nd St., N. Y.

ELECTRICAL MERCHANDISING—JUNE, 1957



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SAN FRANCISCO

Why change horses in the middle of the stream!



only Westinghouse lets you stick to one HORSE . . . one selling story straight down-the-line!

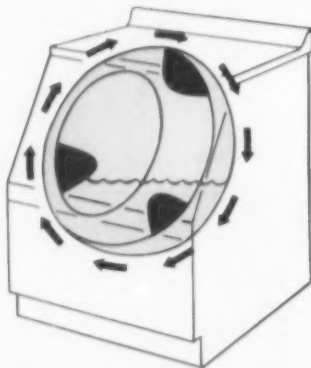
You sell one great washing system **THE REVOLVING AGITATOR** in every Westinghouse Washer on the floor!

You sell one great drying system **DIRECT AIR FLOW** in every Westinghouse Dryer on the floor!

You sell both great systems combined in the WESTINGHOUSE WASH 'N DRY LAUNDROMAT[®]

The hottest selling combination in the country!

Only Westinghouse makes a washer-dryer combination with the same tested and proved washing system used throughout the regular line!



Famous Revolving Agitator that washes cleaner, rinses better, cleans itself!

It lifts, turns, plunges clothes 50 times a minute; washes each piece equally well all the time; cleans itself white-glove clean!



Direct Air Flow Drying, too! Blows fresh, warmed air directly onto clothes — not through machinery. Uses less current because it does a faster job; requires no special wiring—just plugs in!

That's why it's twice as easy to roll up sales for the Westinghouse washer-dryer combination. You don't switch your pitch. You use the same selling story straight across the board for the whole Westinghouse Laundry Line . . . washer-dryer combination included!

ADDED ATTRACTIONS!

All these Regular Laundromat Features:
• Weigh-to-Save Door • Five Year Guarantee of Transmission
All these Regular Westinghouse Dryer Features:
• Automatic Dry Dial • Look-in Loading Door



MODEL WD-3. First it washes, then it dries in a single, space-saving unit. Available in Sugar White, Nougat Gray, Lemon Yellow, Mint Aqua, Frosting Pink.



Stick to one
horse . . .
one sales-
clinch-
ing story!

YOU CAN BE SURE...IF IT'S

Westinghouse

MILLIONS OF SATISFIED USERS MAKE IT EASIER TO SELL THESE NEW TOASTMASTER APPLIANCES!



- Precise heat control makes every dish deliciously right, every time

- Signal light tells when pan is ready

- No watching—heat selected never varies
- Square shape gives 20% more food capacity than round pan
- Cooking chart on handle—17 tested settings. Temperatures, 160° to 420°

TOASTMASTER Automatic FRY PANS

Like millions of Toastmaster Toaster owners the world over, your customers recognize the name Toastmaster as the very symbol of dependability. Consistently fine craftsmanship has created an *immediate* consumer acceptance that has no equal in the appliance field. And now that these attractive new Automatic Fry Pans bear the respected Toastmaster name, this preference will work harder than ever for you. Stock and promote them with full confidence of ready demand and quick profit.

TWO SIZES

Large 11", Matching domed aluminum cover, \$3.25 **\$19⁹⁵**

Extra large 12", Matching domed aluminum cover, \$4.25 **\$24⁹⁵**

2 IRONS IN ONE!

TOASTMASTER Automatic STEAM and DRY IRON

The majority of your iron prospects will buy this new steam and dry iron without a moment's hesitation. For the moment they see the name, they can't help but think of the Toastmaster Toaster—known *everywhere* as the most faithful performer of its kind! People have every reason to be sure that this new iron embodies the same fine craftsmanship as the famous toaster they have learned to respect. Here's *immediate* consumer acceptance you can't afford to miss! Earn extra dollars by featuring the name that millions prefer for its consistently high quality!



\$16⁹⁵

- Switches steam to dry, instantly
- Dial right heat for every fabric
- Thermostat insures safe heat
- Extra-large water capacity
- Polished aluminum sole plate spreads heat over larger ironing area
- Weighs only 3¼ pounds

McGRAW-EDISON COMPANY



B16 Powermatic



B14 Automatic



C4 Powermatic

TOASTMASTER

Automatic Appliances



4A2 Automatic Iron



2D2 Waffle Baker



2D3 Grill & Waffle Baker

Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR
SALES , factory, appl.-radio-TV index (1947-'49 = 100)	170	152	189	13.9% DOWN
DEBT consumers owe to appl.-radio-TV dlrs. (\$millions)	357	362	355	0.5% DOWN
FAILURES of appl.-radio-TV dealers	47	43	25	47.8% MORE
RETAIL SALES total (\$billions)	16.4	16.5	15.7	5.6% UP
DEPT. STORE sales index (1947-'49 = 100)	122	127	122	2.5% UP
DISPOSABLE INCOME annual rate (\$billions)	295.5	293.3	280.2	5.5% UP
LIVING COST index (1947-'49 = 100)	118.9	118.7	114.7	3.5% UP
SAVINGS of consumers, annual rate (\$billions)	20.5	22.4	18.6	10.2% UP
HOUSING starts (thousands)	92.0	83.0	111.4	16.0% DOWN
AUTO output (thousands)	549.2	578.8	547.6	2.2% UP
UNEMPLOYMENT (thousands)	2,690*	2,882*	—	—

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau) *New Series — No Comparison Available

TRENDS

Don't be surprised if hi-fi steals the show during the Summer Markets in Chicago this month.

That won't be too much of a trick, of course, since the June Markets are seldom very exciting as far as new major appliances are concerned. And with TV no more than matching its 1956 pace, Market visitors will be looking around for new merchandise that shows more signs of life.

Hi-fi is doing just that. It has been consistently strong throughout the winter and spring months. That's apparently just the thing a lot of manufacturers have been waiting for. One firm after another has told ELECTRICAL MERCHANDISING that they'll put a lot of emphasis on high fidelity merchandise in their fall lines. Many of the new lines will be introduced during the Markets with the remainder putting in an appearance at the Music Show or at distributor conventions during the summer.

It all adds up to a big push on hi-fi for the fall. How big a push? Even the most conservative manufacturer thinks gains will total at least 10 percent over 1956 figures. They could run substantially higher. (For details of manufacturers' plans, see page 121.)

There's one other point to keep in mind. Much of the expanding of lines is being done at the top of the line with big "entertainment centers" being added. Thus, hi-fi this fall gives promise of being "big ticket" as well as "big volume" business.

Are fictitious list prices on the way out?

They are if the National Better Business Bureau has its way.

In an "important message" to appliance manufacturers last month the NBBB asked for industry support in bringing about an end to deceptive pricing practices.

This is particularly significant in the light of the fact that the Assn. of Better Business Bureaus has launched its own drive against the same practices. (The ABBB consists of local Bureaus and can be expected to bring local pressure to bear in any such campaign; the NBBB is concerned with national advertising.)

The NBBB makes two recommendations to manufacturers:

(1) To discontinue use of all false, fictitious, exaggerated or otherwise misleading advertising or deceptive list prices.

(2) To use only the "customary" price at which the product is sold at retail "in the usual course of business". This would apply to national advertising, to ads supplied by the manufacturer, or to pre-ticketing of merchandise.

What are the chances of any such clean-up succeeding?

The NBBB has asked manufacturers to indicate whether they're in agreement with this stand and whether they're willing to go along with self-policing. (The letter adds that the FTC could step into the picture and clamp down on any offending firm engaged in interstate commerce.)

It will be some time, however, before enough responses are available to draw conclusions about manufacturer reaction. It may be significant, however, that two manufacturers have told ELECTRICAL MERCHANDISING recently that they feel there is a trend toward more realistic pricing. One notes that packed prices seem to be losing their earlier pulling power.

On the other hand, a third manufacturer, although not con-

(Continued on page 6)

WIRE
identification
is so very

easy



**IN YOUR STOCK
and
ON THE JOB**

Can you tell 16/2 SJ,
18/3 SJ and 18/3 SJO apart?
(only .005 inch difference)

NOW YOU CAN!

CORNISH makes it easy for
you by printing the specifica-
tions plainly, right on the
jackets.

Saves time confusion costly mistakes

BE *Sure* WITH



CORDS and CORD SETS

Available in Rubber, Neoprene and Plastic —
in COLORS to harmonize. Rugged products
that stand up best where the going is ROUGH!

"MADE BY ENGINEERS FOR ENGINEERS"

CORNISH WIRE COMPANY, INC.

50 Church Street Branches in 15 Leading Cities New York 7, N. Y.

Creators and Manufacturers of

CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY

TRENDS (continued)

doning deceptive prices as such, noted that there's a "sucker born every minute" and that packed prices have been a familiar characteristic of other businesses (such as the automotive trade) for many years.

There's one other aspect to this situation which may have some bearing on the success of the NBBB effort. It may be that the customer has been educated to the point where fake list prices don't mean much any more. The editors of "Grey Matter", the newsletter issued by Grey Advertising, put it this way:

"The traditional retail operation has a hard time coming face to face with the plain fact that today's consumer is an economic sophisticate who instinctively recognizes the 'water' in a distributive process and avoids it . . . the consumer is a 'pro'".

There's one other area of merchandising in which manufacturers would—if they could—like to do some cleaning up.

That's co-op advertising as it is practiced today.

Scarcely a manufacturer has a good word to say about co-op. And many of them, off the record, have a variety of uncomplimentary things to say about it. They call it "monstrous", "unworkable" and "unproductive".

But this doesn't mean that anything is likely to be done about it right away. The reason is simple: co-op right now is a marketing tool to be used in buying distribution and no single manufacturer thinks he can afford to give up this weapon unless all of his competitors do likewise.

There are some indications, however, that in the long run things may change. ELECTRICAL MERCHANDISING editors working on a "portrait" of the industry's future for next month's Golden Anniversary issue were told time and again by manufacturers that by 1965 or 1970 co-op as we know it today will no longer exist.

These manufacturers think the industry may follow the pattern set recently in the auto industry. They foresee the time when local advertising funds will be accrued on the basis of dealer billings and will be administered by the factory or the distributor. This may be some time in coming but manufacturers don't think the appliance trade can live indefinitely with an advertising program that's more bribery than advertising.

The big retail chains aren't missing any bets in tying-in with industry-wide merchandising activities.

Both Sears and Montgomery Ward, for example, have climbed on the Live Better Electrically bandwagon and Sears has been making good use of Operation Home Improvement.

Individual Sears stores have been using Live Better Electrically tie-ins with their advertising for some time. And Montgomery Ward expects that all 580 of its retail stores will participate in LBE advertising and store displays.

Emphasis on home improvement is paying off handsomely for Sears. The firm expects a 10 percent gain this year in home modernization and repair business; the goal for the firm's business as a whole is only five percent.

Unfortunately, Operation Home Improvement itself may not live to see all this come to pass. The program is scheduled to end on July 1. In recent weeks, however, there has been considerable agitation for a continuance of OHI activity and officials have now mailed 10,000 questionnaires to people in all segments of the industry asking if a permanent organization should be created. A test survey produced encouraging results.

End

MEMO TO VACUUM CLEANER DEALERS

SUBJECT: HOOVER Constellation (model 84) at \$69.95

The cleaner that walks on air has been selling in record numbers at the new low price of \$69.95. Especially since Garry Moore's been demonstrating it on TV. Remember -- display it, and you can cash in, too.

THE HOOVER COMPANY

HOOVER FINE APPLIANCES . . . around the house, around the world



IN CINCINNATI:

McCall's Use-Tested Tags Produce Appliance Sell-Outs and Re-Orders

Pogue's, one of Cincinnati's leading department stores, sold out a complete line of kitchen appliances—at list prices—through newspaper advertising based on the headline: "Your assurance of quality—kitchen appliances Use-Tested by McCall's." Rollman's, another, also featured the tag in its ads, had to reorder on Norge appliances and made immediate plans to include the Use-Tested Tag in all future ads on Norge appliances. Other dealers in the area found the McCall's Use-Tested

Tags helped move merchandise during two city-wide promotions.

For dealer response to the program, see the statements on this page. Retail enthusiasm like this can be yours all across the country. For details, call the man from McCall's.

McCall's
The magazine of Togetherness



R. WIDMER CO. (Ralph Widmer): "The minute a customer starts reading a McCall's Use-Tested Tag, I know I have a good chance to close the sale. They're very impressed when the tag tells them the product is recommended by McCall's editors."



HANSER BROS. (Larry Miller): "The point-by-point information about actual performance on the McCall's Use-Tested Tags gives our sales people the backing they need to turn on-the-fence prospects into buyers. We wish all appliances carried these tags."



H. & S. POGUE (A. E. Demick): "McCall's Use-Tested Tag is like having an impartial expert help our customers choose exactly the right appliance for their needs. We call special attention to appliances that carry the tag because they make our selling job a lot easier."



ROLLMAN'S (M. J. Loeb): "McCall's Use-Tested Tags help customers decide to buy. The recommendation of McCall's editors, based on actual tests, carries terrific weight. I know—I've seen how these tags have helped move appliances faster on our own sales floor."



HUGHES-PETERS, INC., DISTRIBUTORS (N. Wright): "McCall's Use-Tested Tags convince customers that an appliance is right for their needs. All the dealers I've talked to who use them report that McCall's phrase, 'We used it, and we like it!' really helps sell appliances."

TRENDS

REGION BY REGION

... in the EAST

By Robert W. Armstrong



Early May reverses April sales slump as air conditioners and refrigerators start to move . . . Dealers see good business for second quarter

VERY few eastern dealers will tell you that they had an excellent April, but many report an increase in the early days of May and even more are looking forward to substantially improved business for the second quarter as a whole.

The key words seem to be weather, season and psychology.

Take Weather. Up in western New York for example, dealers sold some air conditioners during a few warm days in April. Then the weather chilled and so did sales. In Philadelphia the weather is working the other way. Says a dealer here, "Air conditioning is moving right along now, although for the year so far we are behind. There are plenty of deals around on '56 merchandise and that's all anyone is pushing right now, including ourselves. It's going to make a short season for the '57 units because no one will start moving them until they clear out the '56 units; after all, the '57 stuff is 100 percent returnable. Warm weather now is helping move '56 models, but if we don't have a really hot summer it will wreck the '57 line."

Take Season. It's likely that the summer season will slow sales of dryers and TV, help freezers, refrigerators and air conditioners. It already has in some areas and for some dealers. One Philadelphia retailer fits part of the pattern: "Business was slow for the first quarter and beginning of April but is starting to pick up. Refrigerators are moving well, washers and dryers are starting to pick up considerably. Portable TVs are moving but the bigger ticket TV is slow. Color TV was terrific in the first three months but has slowed down a good bit. . . . Air conditioners are starting to move with ½- and one-ton units moving best." A distributor in the same area also fits a part of the pattern. Says he: "Freezers are slow and ranges are slow and laundry equipment is holding its own, although dryers, which moved briskly

the first three months, have started their traditional drop."

In Boston a distributor found May starting off "very well, with good movement in refrigerators and ranges and freezers up to a whopping 18 percent," although he admits that low prices had something to do with the jump in freezers.

Washington dealers also report gains in air conditioners and refrigerators, drops in laundry and black-and-white TV. One ton air conditioner units are the best sellers and dealers claim that the thin-and-narrow models are outselling all others.

Take Psychology. Most retailers complain about April sales. A Philadelphia distributor says his business was off eight percent from the last year. A Boston dealer puts the slump at 13 percent and attributes part of it too "oversold" customers and too much credit. Another Bostonian, whose sales were off 20 percent, finds many of the same reasons.

In Buffalo a dealer simply says, "Business has been lousy here. People just aren't in a buying mood and you can't get them out. Washers and TV are fair. Refrigeration is slow and dryers have fallen off sharply. Traffic is poor but we are able to sell most of those who come in." Another says, "Spotty is the best word to describe April. TV is bad and white goods are slow. People are shopping hard and want prices cut to the bare minimum. We are trying to force the market with big promotions, but it's hard to do when people aren't buying. Washers and dryers are slow. Strangely, we are now selling more ranges than refrigerators."

The other half of this industry's personality is optimistic. Says a Philadelphian, "People are starting to spend money more freely again; maybe they've been reading some of those optimistic statements in the papers about wages and employment reaching an all-time high."

Another foresees good business in the next six months. "People," he says, "are a little more inclined to part with their money again. They've been holding on tightly because of uncertainty over the international situation. Now they seem to have become adjusted to the uncertainty and are buying in spite of it."

Distributors, too, sense a change in the public psychology. One, who says business took "a terrific nosedive early in the year" and finds profits down despite a 20 percent increase in volume for the first four months, now says, "I think the slump is past. We don't know what caused it, but the general feeling all along the line is that we are coming out of it." He says this despite the fact that he, like plenty of others, is still struggling with a sticky credit situation. In an effort to avoid the burns suffered by some other wholesalers this one is now "turning more and more to floor plans to keep our position fluid and we have two companies we work with closely. The dealer pays 10 percent down and the balance is financed for 90 days. He pays for the equip-

ment as he sells it direct to the finance companies."

A Boston distributor, too, says he is "putting in extra amount of time on collections because collections are tougher."

Promotions seem to have been the means of beating the April slump for those dealers who did a good volume prior to the May upturn. One western New York firm says, "Run of the mill ads don't pull but we had good results from a 'beat the clock' promotion in which specials were offered at certain hours during the day." Another had a grand opening promotion during which all old customers were invited to visit the store. It attracted 3,000 people and "sold a lot of merchandise." Down in Washington another retailer has been having good luck with home demonstration parties for color TV. The night of the Duke Ellington color show, "A Drum is a Woman," he sold eight sets.

... in the MID-WEST

By Tom F. Blackburn



Public sets room cooler prices, shows more interest in new features . . . Dealer gimmicks make sales . . . Mower sales increase

A SEARS, ROEBUCK & CO. color page, featuring power mowers, and Sol Polk's page ad offering the ultra thin model Philco room cooler are two significant things that have happened this spring.

They show how important mowers have become on the American scene and what merchants think the trend in room coolers is. You can glance over other advertising, notably that of Wieboldt's in Chicago, and see that prices on room coolers ranging from \$138 to \$188 have about become standard in terms of what the public expects to pay. "Manufacturer's list," the copy says, "is \$329.95. Your price is \$188." Look over the laundry scene, and the below-\$200 price that Sears fought for has become a fixed fact. Hotpoint's \$269.95 automatic washer is offered at \$98, and the Bendix (list \$249.95) is yours for \$139.95. Twenty-one inch television, nearly all makes, is offered at \$179.88.

(Continued on page 10)

TRENDS REGION BY REGION

New air conditioning trends, according to a Chicago expert who has just toured the circuit, include:

1. Bigger interest in all-over home coolers, particularly among customers who have had one room cooled.
2. Great interest in new features, such as thin units and the new, 115-volt, 12 amp. 1 hp units.
3. A swing to higher horsepower units such as 1 and 2 hp.
4. An understanding among smaller dealers that they have to be set up properly for this sort of campaign, and prepared in advance.
5. The 200,000 unit carryover from 1956 was largely in the hands of large stores, and did not hamper the small retailers. Still, the memory of previous years' models, sold at bargain prices, stalks the trade and keeps more and more stores from getting close to the list prices suggested by manufacturers.

All dealers are reaching for the solid customer—the guy with a home. A time payment jewelry store in Chicago offers specials to get him on the books. In Bloomington, Ind., for ten years a dealer has had sales on rose bushes. They have to be planted at a certain time, and only a man with a lot buys them. In Sheboygan, Wis., Mullens for Appliances gives away parakeets, and has moved 150 of them. One goes free for a purchase of over \$14.95, or for 49¢ with smaller orders. Hooked on to this is a contest offering prizes to the customer who can first teach his bird to say, "Mullens." In Chicago the S. Benzik Appliance Co. has turned to grass seed and soap flakes as a traffic getter. Again, only the home owner will come in to buy grass seed, and he's the boy the store wants.

The Carnival of Color recently put on in Milwaukee, was the biggest boost TV has had this year in the Middle West and brought forth one new idea which may be copied elsewhere.

The Taylor Electric Co., distributor for RCA, got together a crew of six telephone operators which it assigned to various dealers. These girls lined up home demonstrations, because O. C. Williams, Jr., sales manager for Taylor Electric, thinks that home demonstrations are a necessity for sales. They averaged about 100 a week for the town.

The number of color broadcasts was increased in Milwaukee, and RCA put plenty of weight behind the drive. Present to talk to Milwaukee dealers were Martin F. Bennett, vice president in charge of merchandising for RCA; Joseph Bannon, manager, television division; Jack Williams, advertising manager, television; and Roger Drew, consumer products promotion. The campaign is using newspaper, radio and television advertising.

Selling Trade-ins. The experience of Drakes Refrigeration Service, Indianapolis, and Schweig-Engel in St. Louis, in selling used merchandise, is strangely alike. Drake has discovered a whole world of people who cannot afford new prices and buy second hand. They respond and buy just like new customers. The only difference to Drake is the source of their merchandise.

In St. Louis, Sam Singer, president of Schweig-Engel, sells eight second hand TV for every 10 new sets and even buys second hand sets from other dealers to keep up his supply. They are sold on a 30 day guarantee; a 17-inch set goes for \$65, a 21-inch set for \$100. Displays of

old TV look junky, but attract the customers. Classified advertising is used to sell them. One repair man spends all his time on used sets.

Power Mowers Owned by More Families

More power mowers. The Milwaukee Journal's grocery bag survey, in which contributors get groceries in return for information, brought out recently that today 21.2 percent of Milwaukee families own a power mower, compared to 15.7 percent in 1956. Some 67.6 percent have rotaries, and 34.2 percent reel types. Fully 18.4 percent of those interviewed could not remember the brand they owned.

... in the
SOUTH
WEST

By Fred A. Greene



Texas floods hurt business now but promise to revive sales later . . . Volume improves in Arkansas and Oklahoma

TEXANS are well known for their bragging. But they outdid themselves this past month on the weather front. Many sections of the state have had over 20 days of rain—some areas were wet for 18 consecutive days. It's been a big downpour, too, with prime flood conditions rampant in several sections. Worst hit was East Texas and the lower reaches of the Sabine River in the area around Beaumont and north of it. In other sections, flash floods caused sudden but short damage to cities and farms.

While the immediate effect has been fairly severe in some parts of the state, the sorely needed rainfall will, in time, be a boon to business. In Karnes County, for instance, the 10,000 persons who only a month ago were on relief for drought are now back in the fields planting. Drought assistance has been stopped. Farmers and ranchers now have a chance to earn a living and return to the buying of necessities and luxuries. Of course in some sections where plantings were damaged by flood waters, the situation still remains somewhat serious. If replantings can be made successfully, then all will be well.

Nevertheless, the buildup in sales will not be felt until later in the year. But dealers and distributors alike are far more hopeful than at any time in the 7 years of drought.

An Amarillo dealer says: "We expect a much better summer business than in previous years."

A Lubbock distributor remarks: "Due to local crop conditions looking exceptionally well, business should be good."

"The outlook is good," rejoices an Albuquerque dealer.

And so it goes. There's a lot of hope but it remains to be seen if it can materialize.

The only sad note at present is the severe damage toll. It hasn't hurt too many farms but if

the rains continue to fall heavily considerable valuable topsoil may be gone.

But, it's a definite fact that the long-standing drought has been alleviated. That much is assured at the present time.

With the heavy rains and resultant cool weather continuing through the early part of May, business has been slow and particularly so in air conditioning. Sales have sagged badly. Just what this will do to prices is something dealers don't care to think about. Prices already have been depressed to a level where the most anyone can expect to make is \$40 per unit—more frequently less. As one dealer put it, inquiries are many but customers are waiting for hot weather.

Oklahoma and Arkansas seem to be the exception as far as early sales are concerned. An Oklahoma City distributor remarked that early sales are as good or better than ever but that a halt in rains and a warm May and June are important to getting the season kicked off properly.

Overall appliance volume as compared with the previous month shows declines, in most cases attributable to the weather. Drops were not too severe in most instances but then this is the time of year when sales should be rising.

Refrigerators are picking up steam in sales and compare favorably to the current consumer favorite—laundry equipment. One wholesaler pointed out there is "some strength to refrigerators though not enough to call it a trend." He went on to say that laundry items were top sellers but below expectations.

An Abilene, Texas dealer who a year ago did a February volume of \$22,500, saw the same month in 1957 record only \$5,700. Outside selling activity by his salesmen has been non-productive. "The general reason," he moans, "is that our customers always seem to know where to get it wholesale!"

Be that as it may, the West Texas Chamber of Commerce in Abilene wants it known that retail sales for its 132-county area are up 56.7 percent, dollarwise that is, since 1948. However, 59 of the 132 counties show declines in the drought period. The remaining counties have benefitted considerably from a booming oil development and establishment of military installations throughout West Texas.

Several distributors express more concern about business than do dealers. The latter seem to watch price too much. A utility official in El Paso remarks that when one dealer pulls a price promotion on, for example, a refrigerator, other dealers call their distributors hollering for "deals."

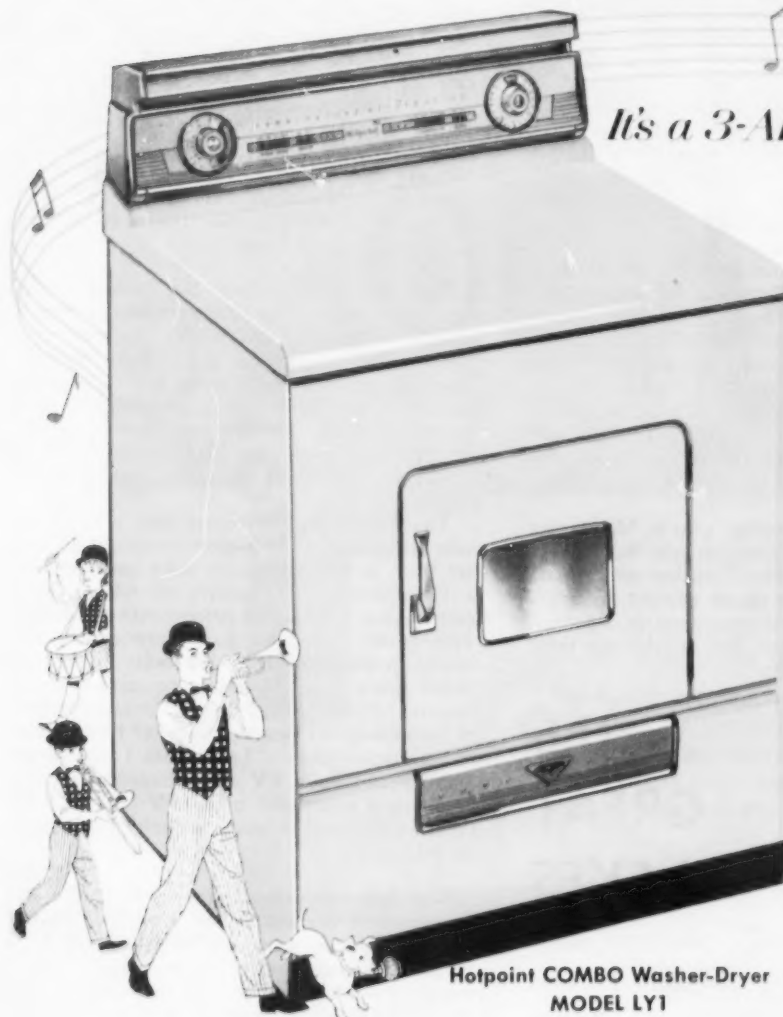
"They forget," the El Pasoan points out, "that creative selling still is the best way to make a sale—at a profit."

A distributor in the same city strongly deplores the lack of promoting and demonstrations by dealers. The effectiveness of such a program is proven by an Oklahoma dealer who says his business is good but largely because of following up prospects.

It may have been the long drought that brought about the lack of selling spirit. A Merkel, Texas, REA co-op official pointed out that dealers found it useless to visit the cash-less farmers. It was easier to just sit back in stores and await customers. Perhaps, with the weatherman's help, tactics will change.

Aside from fair to good movement of refrigerators
(Continued on page 12)

PERFORMANCE sells the Hotpoint COMBO Washer-Dryer



Hotpoint COMBO Washer-Dryer
MODEL LY1

-- NO DOUBT ABOUT IT-- The all-new, grand-new
Hotpoint COMBO delivers the performance and features!

- | | | |
|-------------------------------|------------------------------|---------------------------------------|
| ✓ Pre-Selected Wash Time | ✓ Wonder-Heater | ✓ Fluorescent Lamp |
| ✓ See-Thru Door | ✓ Safety Door Switch | ✓ 90-Minute Drying Time |
| ✓ 6 Fluf-Fins | ✓ Master Control Switch | ✓ Colortones and White |
| ✓ Color-Lighted Pushbuttons | ✓ All Porcelain Top and Drum | ✓ Many other Hotpoint quality extras. |
| ✓ Two Complete Washing Cycles | ✓ 365 rpm Spin Speed | |

See your Hotpoint Distributor today. Let him show you how the brilliant new Hotpoint COMBO will make your Combination business a pleasure!

Look to **Hotpoint** for the finest...first!

Automatic Washers • Clothes Dryers • Electric Ranges • Refrigerators • Food Freezers • Air Conditioners • Customline • Dishwashers • Disposals • Water Heaters • Television
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

*It's a 3-APPLIANCE Home Laundry Center
in ONE Space-Saving Unit*

1



WASHES AND DRIES IN ONE OPERATION

The Hotpoint "Combo" is a complete automatic Home Laundry. Just toss in up to eight pounds of clothes and add correct amount of detergent. Shut the new See-Thru Door, set the simple Pushbutton and Wond-R-Dial Controls for the desired time, temperature and cycle—and it's all set to go. At the push of a button the "Combo" washes and dries the clothes in one continuous operation, then shuts itself off!

2

... OPERATES AS A WASHER BY ITSELF

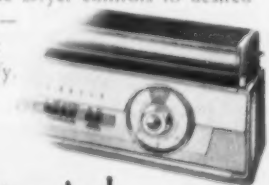


The Hotpoint "Combo" can be easily used as a Washer only! Just set the Washer controls, push the Master Control "ON" Button, and clothes are washed sparkling clean and damp dry.

3

... OPERATES AS A DRYER BY ITSELF

When the convenience of a Dryer alone is needed, the Hotpoint "Combo" again demonstrates its versatility. Just set the Dryer controls to desired time and temperature—and clothes come out perfectly dry and fluffy.



TRENDS REGION BY REGION

tors and laundry equipment, ranges showed some improvement in sales for a few dealers. Television generally was poor, though some reports of fairly good sales are noted. Even those who do report volume increases say it's just unit sales—not dollar sales. Portable and low-priced consoles are being purchased.

... in the SOUTH

May weather gives business a lift . . . Washers and dryers pick up . . . The Atlanta area lags behind

A GENERAL upswing in sales as May opened gave southeastern appliance dealers cause for optimism. Unseasonably cool and rainy weather was cited as a major factor for poorer-than-expected showings earlier, but in some instances, the same conditions were hampering air conditioning and refrigerator sales in May. "We had 27 rainy days in March," a Charlotte, N. C. dealer said, "and that's not good for anybody's business. This dealer noted that it wasn't until the first week in May that business began to pick up. And even then, he said, freezers were only moving "fairly well" and refrigerators were slow.

He pointed out that by far the largest contributor to his generally improved sales position was the movement of combination washers and dryers. This Charlotte dealer was one of the few reporting that TV sales have held up with the brisk business being done in the medium price line. An increase in his sale of record players and radios was also noted.

In Jacksonville, a statewide distributor said, "April was certainly not what we hoped for." A competitive distributor of his serving Alabama put it more bluntly: "April was terrible. Just nothing—nothing—happened."

But both were in agreement that the first 10 days in May made a considerable change in the overall picture and that the upsurge was expected to continue. The Jacksonville distributor noted he was "running on budget," but that TV was down. The Birmingham distributor said, however, that "our overall business is now comfortably ahead." But he noted that refrigeration was running behind other white goods.

A Jacksonville dealer located in one of the city's most substantial residential areas reported that his business so far this year was running 10 or 12 percent ahead of last year's. He attributed this primarily to heavy concentration on the sale of expensive, new equipment to homeowners modernizing large kitchens. Here, again, April was his slowest month so far this year with profits just barely above those of April, 1956.

This dealer's Birmingham counterpart also reported a general increase in sales of about 5 percent for the year and attributed the greatest part of that increase to a May promotion. He noted that through April sales had been down about 4 percent. TV sales, he said, were still off to some extent.

The Atlanta market continues to present a dimmer picture than most other metropolitan southeastern centers. The Atlanta dealer quoted in this column last month as saying his sales in March, 1957 were 35 percent below those in March, 1956, found only small comfort in the fact that his April sales this year were only 17 percent lower than last year. A larger suburban dealer reported business "is generally off. We'll have a good week-end and then nothing will happen all week."

He also noted the weather factor. The U. S. Weather Bureau reported that the temperature on May 5 was 10 degrees below normal. "But now it's beginning to warm up and stay warm," this Atlanta dealer said, "and we're optimistic over the upturn in the sales of white goods—particularly refrigerators."

Federal Reserve figures continue also to show the Atlanta market as trailing behind the rest of Georgia and the Southeast. These figures show that total appliance sale figures in March this year were down 24 percent in comparison with March, 1956. The state of Georgia excluding Atlanta, however, showed an increase in sales of 5 percent. March sales generally in the area were up considerably in March as compared with February.

In Florida, the percentage gain in March over February was 17. In Louisiana sales were up 12 percent, and the Nashville, Tennessee area showed an overwhelming rise of 54 percent. Georgia sales, again excluding Atlanta, were up 3 percent in March over February, but in Alabama there was a one percent drop.

... in the GREAT LAKES

Dealers still await general sales pickup . . . Radios, portable TV and laundry maintain volume . . . Dryers jump in Cincinnati

THE long awaited pickup in the appliance market has apparently postponed itself again in the Great Lakes area. April sales slipped ten to fifteen percent below those of April, 1956, and signs of improvement are still to be seen.

Dealers seem to feel that the public is interested in the new appliances but that the average consumer is still in debt for the ones he has now and is in the process of cutting down on his indebtedness before making new purchases.

One Cleveland dealer says: "Overtime pay is more or less a thing of the past right now, and overtime pay often was spent for appliances. Under these conditions, new appliances are luxuries."

A Cleveland distributor reports that sales of all appliances were off 15 percent in April because of layoffs by some manufacturers here, with a big percentage of the decline localized in sections of the city most heavily hit by the cutback in laboring pay.

Cleveland dealers noted several bright spots in the picture, however. Sales of radios were up 23 percent and portable TV sets up 16 percent. Laundry equipment sales were up 3 percent and ranges posted a slight gain over the 1956 month. Sales of air conditioners slumped 40 percent. "Unfavorable weather in the first quarter of this year", is the answer Cleveland dealers are giving for the slow movement of air conditioners in this area. For those who demand the "new and exciting", the electronic oven seems to be filling the bill. Introduced in this vicinity last August, 50 have been sold. Dealers here are not too keen on the idea of pushing this item because of price. "It will take about six to seven years before prices comes down on electronic ovens. Once price is down, it will be the thing of the future", says one Cleveland dealer.

The low profit picture has Detroit dealers worried. Sales continue to show a decline with no sign of an upward movement. "Income tax is paid, Easter has passed and warm weather is here and my sales are still going down", remarked one Detroit dealer. Despite heavy advertising in newspapers, radio and TV two large Detroit distributors say their sales were off 10 percent. "Color TV is way off in this area", says another dealer.

Youngstown dealers report that sales in the area are normal. The biggest complaint of dealers there is that refrigerator sales are down but a Youngstown dealer reports his sale of refrigerators have increased 30 percent over last month. This dealer credits his good fortune to a successful promotion. Every Saturday night, the dealer sponsors a TV news program advertising General Electric products, using the same method of promotion and products General Electric uses on its Tuesday show. "Last month I sold 30 sets of black and white TV and I consider this tops for being a newcomer in the TV business. Advertising this way certainly has helped business", he said.

Marathon promotions sponsored by local utility companies of Columbus, Cincinnati and Dayton are proving most successful. Electric ranges are ahead in Columbus by 3.6 percent due to a recent promotion of intensive newspaper, radio and TV advertising sponsored by Columbus Gas and Electric Co., with the aid of local dealers and distributors. Within a five week period, 750 ranges were sold. Automatic washers and dryers have dropped 5 percent. Columbus dealers give this reason why there has been a decline in the sale of laundry equipment: in October and November of last year 2100 hundred dryers were sold in a five week dryer promotion called "Operation Sunshine". "Market saturation" is one dealer's explanation of why refrigerators aren't selling. "Most people have purchased a refrigerator since the war, and present sales seem to be only replacements and to new homes", he says.

According to the Dayton Light and Power Co., sales of all appliances showed a gain in that vicinity with the exception of air conditioners: 172 were sold in 1957 against 284 in 1956. To stimulate sales a "Room Cooler Show" took place under the sponsorship of the utility company in conjunction with local dealers and distributors.

A Dayton dealer found a three-ring-circus gimmick quite profitable. Setting up a miniature circus in front of his store, lacking the animals, he sold his wares from a parked trailer truck filled

(Continued on page 16)

MORE than just another line of batteries



Mallory Mercury Batteries for transistor radios—

Pocket-size miniature transistor radios are a fast-growing item in the appliance business today. And one of the scientific marvels that helped to make them possible is the amazingly small but powerful Mercury Battery, pioneered and perfected by Mallory. It's the battery that has led the parade of miniaturization . . . the battery that is the ideal partner of transistors.

For lasting satisfaction to your customers, be sure to equip each new transistor portable that you sell with Mallory Mercury Batteries. Recommend them with confidence, too, whenever you sell replacement batteries. For they are the only battery that gives *longest life, steadiest power and lowest cost per hour* in the new miniature radios, and in new pocket-size tape and wire recorders.

Mallory Zinc-Carbon Batteries for vacuum tube portables



As companions to Mallory Mercury Batteries, Mallory makes a full line of Zinc-Carbon Batteries unequalled for service and dependability, embodying more than 35 years of dry cell engineering and manufacturing experience. A complete range of sizes and voltages is available for vacuum tube portable radios and for flashlights.

See Your Distributor for information, prices and prompt delivery on the Twin Line of Mallory Mercury Batteries and Mallory Zinc-Carbon Batteries. If your distributor does not carry the Twin Line of Mallory Batteries, write or call Mallory today for the name of the Mallory Distributor nearest to you.

Mallory Battery Company
A Division of

P. R. MALLORY & CO. Inc.
MALLORY
P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

No Wonder

MOTOROLA AMERICA'S

**LOOK!
the handle
is a rotating
antenna**



**RANGER 700
(above)**

—most powerful personal portable. Has 5 tubes plus rectifier—R.F. amplifier. This, plus the Roto-tenna handle and STAcir® construction, make the Ranger 700 the favorite for long-range reception. Beautifully styled case comes complete with handy leather shoulder strap. In rawhide grain Suntan or Navy. Model 6P34. \$49.95



CORSAIR—big performance at a budget price. Rich tone Golden Voice® speaker. In Grey Tweed with Maroon trim. Model 5P31. \$31.95



FIESTA—gay colors and striking design. In Red, Yellow, Navy or Cerulean Blue with Gold trim. Model 5P32. \$34.95



RIVIERA—wonderful for special promotions! Antique White and Lavender or Navy, or all Antique White. Model 5P33.



MOTOROLA®

World's Largest Exclusive Electronics Manufacturer

PORTABLES ARE BIGGEST SELLERS!

And look at these other exclusive features!

New Roto-tenna Handle with Dual Antennas

Largest ferrite rod antenna in the industry is now 20 per cent larger! And a new booster antenna in side of handle now adds greater power to the low end of the radio band!

Exclusive STAcir® Construction

Stacks resistors, capacitors, and other components vertically, then seals them for life against heat, dust, humidity and mechanical damage. PLAcir® Chassis, won't wear out, short, or burn out like old-fashioned wire and solder circuits.

Shatterproof Case

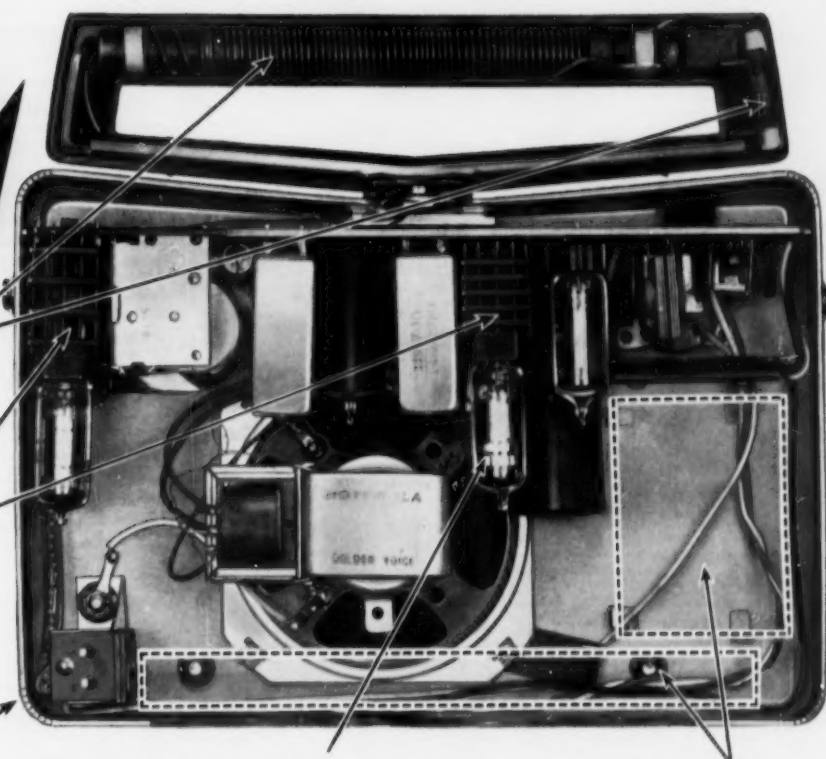
Made of lightweight metal (not plastic). Most rugged portable case you can get! And covered in scuffproof, stainproof miracle fabric. Earphone jack for private listening on all but two models.

Now with Volumatic®

Automatically holds volume to the preset level . . . maintains constant volume wherever there's a signal! Plays AC, DC or battery (except for transistor models).

Ample, secure Battery Space

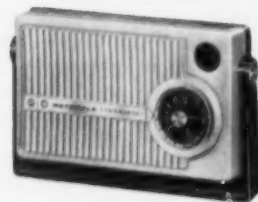
90-volt batteries are designed to Motorola specifications for long life and low-cost operation. Batteries snap in easily and are snugly kept in place by sponge rubber pads.



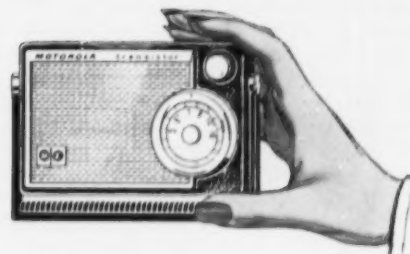
NEW TRANSISTOR POWERED MODELS



POWERMASTER—battery life up to 1,000 hours. 7 transistors for greatest power and sensitivity. In Suntan or Charcoal. Model 76T. \$75.00



MODEL 6X31—6-transistor pocket portable. Battery life up to 250 hours. In two-tone Brown, Red or Cerulean Blue. Earphone jack. \$49.95



MODEL 6X32—6-transistor power . . . plays instantly. Handle is a rotating antenna. Earphone jack. In Navy with Chrome trim. \$54.95

PORTABLES

In Canada: Addisons, Ltd.

Specifications subject to change without notice. Batteries and earphone slightly extra. Prices slightly higher South and West.

TRENDS REGION BY REGION

with different major appliances to the passing public. This three day promotion affair, highly publicized by local newspapers, radio and TV, netted him the sale of 138 pieces of merchandise.

Dryers head the list of best sellers in the Cincinnati district. Dealers attribute this to heavy promotion of laundry equipment last month. Dryers are up 45.7 percent and automatic washers up 11.5 percent. This phenomenal increase was the result of a promotion headed by the Cincinnati Gas and Electric Co., with the cooperation of dealers and distributors called "Is There a Baby in the House" in which laundry equipment was displayed in a nursery setting. This show was viewed by 25,000 potential customers. Optimistic viewpoints by dealers are being taken on the future sale of color TV in the Cincinnati area. Within a month, Cincinnati will operate a color TV station of its own, and with this, dealers feel the sale of color TV will reach its all time high in this area. Sales on black and white TV, mostly console models, show an increase of 6.8 percent.

... in the FAR WEST

By Howard J. Emerson



Sales still slow, but better days coming . . . Washer-dryers, portable TV and hi-fi sell best . . . Dealers push air conditioners and dryers

NOTWITHSTANDING the rather halting way in which business started in the early part of this year, all signs now point to rapid improvement in the business situation, here in the West. There has been a steady rise in employment and as early as March of this year a new high was established in California," predicted the general manager of the Western Merchandise Mart in San Francisco recently. His feeling seems sound, and is expressed by almost everyone, with one qualification—the future looks good but the present is not so good. However, while the present is not holding up to last year's level—as anticipated in this column last month—it is not down to the disaster level.

What is hurting many dealers in every section of the Far West is their lack of opportunity to "ride the pink horse"—the slack has hit all appliances equally, most dealers report, without leaving them one item they can push for immediate profits while the other products sit out the slump.

There are some bright spots, however. Washer-dryer combinations continue to gain in popularity. Portable TV is gaining, so are portable radio-phonographs. Hi-fi is continuing to sell, at a slower pace but long after many dealers thought its season would close.

Unfortunately, the Far West came out second best in recent Federal Reserve District reports—while department store sales were down eight percent nationally, the same type of stores in the Far West averaged a drop of 13 percent. Least hurt was Spokane with a four percent decline, worst was Sacramento with a 20 percent drop from 1956. Even the major metropolitan centers didn't react the same—Los Angeles-Long Beach was off 11 percent while the San Francisco-Oakland area declined 20 percent.

In general, however, appliance-TV business is not as badly off as furniture store sales. Furniture suppliers are tightening demands on their retailers, one newspaper reports—forcing some small dealers to sacrifice their discounts and take their full 60 days with no chance to get the usual extension of discount terms. In return, many furniture dealers are trying to ease their own collection troubles by shortening terms for customers to 24 from 36 months, with a \$1,000 limit on any one ticket. In the Los Angeles area, credit furniture stores are having their troubles as a result of the tightening by finance companies who report they can make 18 percent on a personal loan and only 11 percent on a business loan.

Problems with dropping volume and a tightening of credit can put retailers in a wrong frame of mind, one experienced executive told Los Angeles dealers. Phil Corrin, vice president of Bullock's Department Stores and President of the California Retailers Association said that conditions causing competition for consumer dollars make many merchants become too much of volume worshippers—a bad condition, he said, resulting in the dealers' making little or no profit. He stressed the need for merchants to sell ideas which in turn will move goods at a reasonable profit.

But, while overall buying isn't at last year's peak, the Far West still is doing better on new type products. Western customers are "more willing buyers of new type appliances," said Walt Baker, executive of Westinghouse at a dealer-salesman meeting in Salt Lake City recently. He said that Far West customers took 40 percent of all Westinghouse washer-dryer combinations.

Promotions are rampant in the Far West, with air conditioning and dryers getting the spring seasonal pitch. But a big effort is continuing to go to the promotion of ranges and water heaters. PG&E with the Northern California Electrical Bureau has been pushing an electric range special with "a special feature of the campaign for customers who cook and/or heat water with fuels competitive to PG&E's; NCEB is offering a 'special bonus trade-in allowance' of \$30 on the purchase of an electric range, and \$20 on the purchase of an electric water heater to replace similar bottled gas equipment." Cooperating with PG&E and the Bureau in this campaign are: Frigidaire, General Electric, Gibson, Hotpoint, Kelvinator, L&H, Monarch, Norge, Philco, RCA-Whirlpool, Tappan, Thermador, Wesix, and Westinghouse.

The Sacramento Municipal District is putting on its fifth annual electric range contest, the biggest promotion of the year for dealers in that northern section of the valley. SMUD has good reason to encourage dealers to cooperate with this particular promotion—last year electric range sales in the Sacramento area were up 25 percent compared to a one percent drop nationally. Also, for the first time electric range sales were larger than gas range sales in that area of cheap natural gas.

In the Phoenix, Arizona area where the AMA is already sporting a justified big head in the blazing sun, dealers in six weeks of a promotion pushed automatic dryer sales to more than half their whole 1956 volume. And now the dealers there are considering a mutually sponsored hi-fi show.

For years, the industry has expected San Diego's energetic J. Clark Chamberlain to burst his seams somewhere—that he did this spring when his "Fair of Modern Home Ideas" expanded out of the building to open air exhibits. Welcome solution for his home shows, always running with a waiting list of would-be exhibitors, open-air displays resulted when Clark took advantage of outdoor exhibits of the Army's "Nike" missile, a telephone company show, and a garden lighting display.

Tight money again—well known comic has an old line that goes, "... whether you're rich or poor, it's nice to have money." Now meet a man who likes his money tight. Speaking to security analysts in San Francisco, Maxwell C. King, head of Pacific Finance Co., stated that he considers tight money a "blessing in disguise." His company has \$319.4 million in outstanding loans, and paid stockholders \$4.26 a share in 1956 compared to \$.79 a share in 1946. With losses down to 0.36 per cent of liquidations, his Pacific Finance Co.'s goals for the next ten years are: 15 percent on the common equity capital of \$36,000,000 instead of the present 12.9 percent; holding its share of the market by reaching \$648,000,000 in outstanding loans in 1965 compared to its present 319.4 million.

Meanwhile, an appliance-TV dealer in Salinas, Calif., who had dealt with a local bank for 20 years had to seek a new banker when the local bank became a branch of a San Francisco banking chain. "Sorry!" the new manager said. Your credit is as good as ours, but we can't afford to floor your stock or buy your paper. The old bank neglected auto paper—we have to go after it. We make seven and one half percent on autos, 64 percent on appliances. Sorry!

Eastern newspaper headlines to the contrary, earthquake damage was slight in northern California. No dealers reported damage to appliances or TV, but the Western Merchandise Mart suffered nearly \$20,000 in damage. Incidentally, this summer, for the first time, the Western Housewares Show will be held as an integral part of Western Summer Markets July 22-July 26. And a new attendance builder is planned—a "Day at Mart" for appliance-TV dealers, with special previews "Cocktails Served", and a drawing for a free trip to Hawaii for dealers who register at the Exhibits.

Manufacturers out here have successes to report, and big plans for the future. Hoffman Electronics sales were highest for any year in its history except for 1953, reaching nearly \$44,000,000. Hoffman sees changes to higher quality and price in both black and white and color television, plus greatly expanded use of transistor radios. Packard-Bell expects to sell \$600,000 worth of its electronic garage door openers this year. The P-B unit sells for \$200 installed. Other Los Angeles manufacturer Norris-Thermador sees the built-in refrigerator (which it sells at \$800 each) as a \$5 million a year item. The company is putting another division at full speed on a "smog muffler" for Los Angeles five million autos—a help to appliance dealers' eyes and noses if not their purses.

(Continued on page 21)

LOOK AT THE NEW

Red Petticoat

GENTLE-WAVE CONE

for

Blackstone's

beautiful

Royalist

gives gentlest washing action

for EASIER SALES—BIGGER PROFITS



Blackstone Royalist
Model 350S

BLACKSTONE'S NEW

Red Petticoat

... is the newest washer feature that lets you sell the *gentlest, safest* full-fabric laundering ... even washes delicate

nylon stockings without runs or tears.

Blackstone's new Red Petticoat is an optional Royalist accessory that's loaded for sales. For the first time, it permits safe, all-fabric washing with *one* easy-to-use washing speed ... utilizes full waterloads for cleanest washes, too. It's smooth, it's plastic, it's red ... and it's as simple to use as putting on a glove.

With more than 9 out of 10 women washing their stockings by hand; 55%, their lingerie; 53%, their blouses; 44%, their curtains, you have a tremendous market ready to see the exclusive Red Petticoat on Blackstone's beautiful Royalist. Be sure to cash in on this great selling feature. Learn more about Blackstone and its complete laundry line, today.

TOP LAUNDRY PROFITS with the EXCLUSIVE BLACKSTONE ROYALIST

To help you sell the finest high-profit washing package, check these latest Blackstone Royalist automatic features:

- Now, the new, exclusive Red Petticoat permits the *safest* delicate fabric laundering for complete washing service.
- Unique Flex-A-Trol dialing changes automatic cycle any way desired—*during actual operation if necessary*.
- Stainless steel top and tub—give exclusive look women want. Easy to clean and durable.
- Infinite water temperature range—just like your shower.
- Vibrationless operation—mechanism mounted on rubber cushions to eliminate dance. Permits washer to fit snugly against other base cabinets.
- Efficient lint filter.
- Tapered, grooved tub construction—keeps clothes tangle-free ... its stainless steel won't stain, chip, crack or rust; scum can't stick to it.
- Proved agitator action—scum-removing flush rinse—gets clothes really clean and bright.
- Blackstone's direct, mechanical control results in lowest service cost in the industry.
- The price is right, too. You get high-margin, full profits. Don't miss this eye-catching Blackstone laundry special.

... and for easier big ticket trade-up

LOOK at **Blackstone's** NEWEST MODEL



IT'S SEMI-AUTOMATIC...IT'S AUTOMATIC...IT'S BOTH

Now, with the addition of a simply installed control panel, you easily change this exclusive model from a semi-automatic to a fully automatic washer. It's so easy, it takes only minutes... you can demonstrate it right on your showroom floor.

JUST THINK WHAT THIS MEANS TO YOU:

FIRST-TIME SALES

Here's the model for the young homemaker who wants the best, but has to wait. Now, sell her the best at a price she can afford... sell her the semi-automatic Blackstone Convertible. Later, let her convert it to a fully automatic. You profit from two sales—and remember, Blackstone is your most service-free washer.

REPEAT PROFITS

The Convertible is not only easier to sell, but it means repeat sales for you, too. You first sell the semi-automatic. Later, to make it automatic, you sell the control panel. More profit to you. But that's not all... you get to talk to your customer *twice*. You get *two* big opportunities to sell her other appliances.

EASIER STEP-UP TO TOP PROFITS

One out of four washer buyers in the country today are buying wringer type washers. With the Convertible you have the perfect intermediate step to make these customers hot automatic prospects. You can ease your customer right into the highest bracket for highest profits in small, painless steps.

SPACE-SAVING DEMONSTRATIONS

Blackstone's Convertible takes only single washer floor space, but it gives you two demonstrators. Show your customers how the Convertible works as a semi-automatic and as a fully automatic washer. Show them how easy it is to change control panels. You can demonstrate its convertible features in five minutes.



This is the Convertible's unique control panel. Listing at \$50, it easily installs as a backsplash to give the semi-automatic all the conveniences of a fully automatic washer. It takes only minutes to attach. All you need are pliers and a screwdriver.



GLEAMING WHITE

Gleaming white Supramel finish to blend with any color scheme... gives that clean, white, just-laundered look.



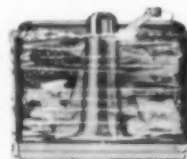
HIGH-SPEED

High-speed centrifugal drying. Perfectly balanced tub spins quietly and without vibration to extract excess wash and rinse waters from clothes.



PROVEN AGITATOR

Six-bladed agitator gives thorough washing action throughout the entire height of the tub.



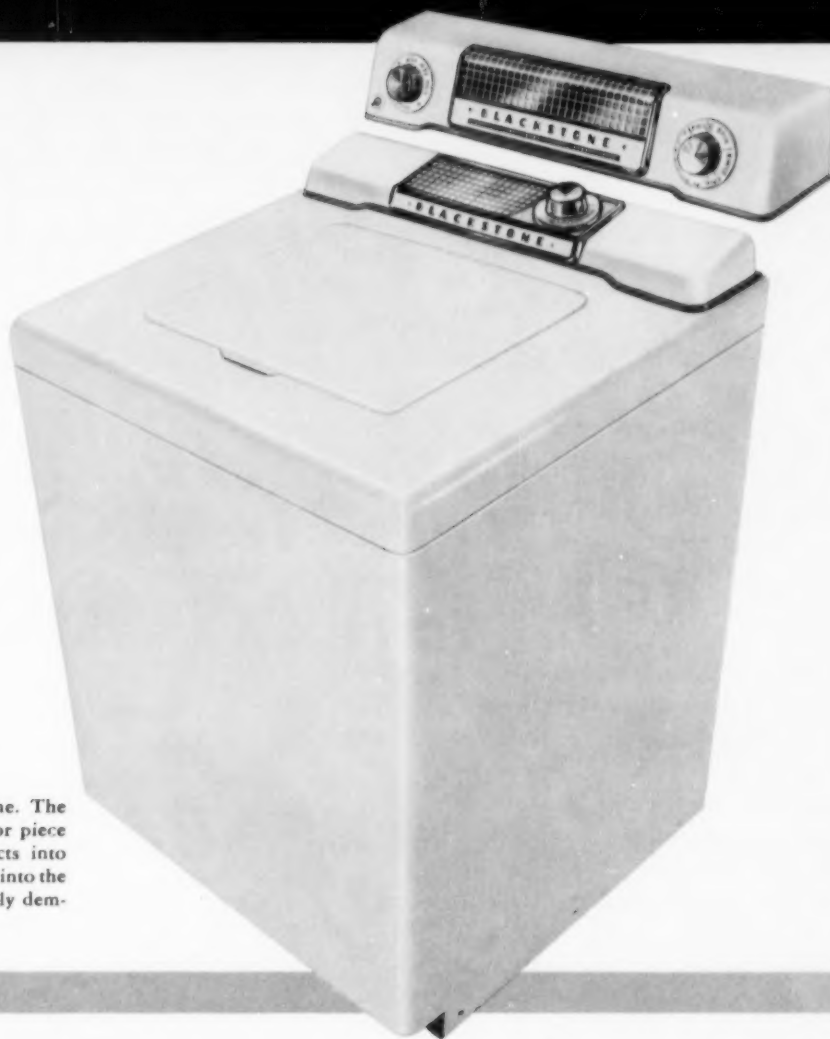
3 RINSING METHODS

A spray rinse, agitated rinse and flush rinse continuously remove lint, soil, soap and scum from the clothes and from the surface of the rinse water.

SELL A SEMI-AUTOMATIC TODAY....

The Convertible

... completely new concept in washing machines



Add this,
it's
fully automatic

Model No. 251

(all connections
are in the panel)

This way
it's
semi-automatic

Model No. 252

Another first from Blackstone. The Convertible is the perfect floor piece to get your wringer prospects into the semi-automatic and finally into the fully automatic class. It's easily demonstrated.



EASY ACCESS

Easy access to control panel permits quick servicing. If necessary, a new panel can be replaced in five minutes.



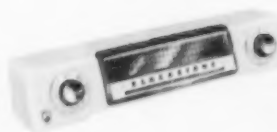
NO VIBRATION

Because mechanism is mounted on rubber cushions, it saves wear and tear . . . requires less servicing and permits no-watch washing.



MEDIUM OR COLD RINSE

Toggle switch on fully automatic panel gives medium or cold rinsing for all-fabric laundering.



CONTROL PANEL

Control panel allows fully automatic washing convenience . . . complete filling, washing, rinsing, emptying, drying without attention.

MAKE IT AUTOMATIC TOMORROW!



Don't slip up on this

LEARN ABOUT THE COMPLETE

Blackstone LINE



AND WHY YOU SHOULD SELL BLACKSTONE FOR PROFITS

You just saw two big innovations in the Blackstone line. They both will bring you a lot of sales. Women will love the Red Petticoat idea . . . the Convertible makes it easier for you to sell into the top model, high-profit items. But there's much more to Blackstone than this.

Blackstone is a solid, independent company, deeply interested in the laundry business. In fact, Blackstone is the oldest laundry manufacturer with continuous service in the country. It means to stay that way . . . and it means business. We know we can help you increase your laundry sales. Here's why:

Blackstone offers most complete laundry line

WRINGER WASHERS

Blackstone has three wringer washers priced to satisfy every customer. With a quarter of the market buying wringer washers, it is to your advantage to stock them.

THE CONVERTIBLE

You've just read about Blackstone's new Convertible model. This can be sold as a semi-automatic or automatic to those who are budget conscious; or it can easily be used to upgrade a prospect into the more expensive, higher-profit Blackstone Royalist. By stocking the Convertible, your price rise to the automatics is more gradual, and, as you know, it's always easier to sell up when the steps are small. And don't forget, with this *one* washer you get *two* demonstrators—you save on valuable floor space and on inventory budget.

AUTOMATICS

The Royalist has stainless steel inside and out. With the strong trend to stainless, this is a big extra to top money. The new Red Petticoat is a merchandising innovation . . . it will help you sell a lot of these big ticket items. Royalist also available with durable, white Silapon top.

DRYERS AND AN IRONER, TOO

There's a companion electric or gas dryer for every Blackstone automatic washer. A selection like this gives you solid sales power to wrap up every prospect—even those who come in "just to look."

LOWEST SERVICING COSTS IN THE INDUSTRY

Blackstone washers stay sold. Because of their positive and trouble-proof mechanical control, they are practically service-free. You keep full profits . . . save tied-up servicing money as well as valuable time you can use for selling more merchandise.

BLACKSTONE CORPORATION, Dept. EM657

1111 ALLEN STREET
JAMESTOWN, N. Y.

Please send me more information on Blackstone and how it can make money for me.

Name _____

Company _____

Position _____

Street _____

City _____ Zone _____ State _____



There's even more to Blackstone. Let us tell you about it and how we will help you sell. Please fill in the coupon below and we will be happy to answer all of your questions on how to make money with Blackstone.

**FOR FURTHER INFORMATION,
MAIL THIS COUPON TODAY**

TRENDS REGION BY REGION

... in CANADA

By M. L. Schwartz

**Sales pickup gains strength . . .
Retail Merchants ask financial help
for retailers . . . Royal Commission
predicts appliance boom**

WHILE most Canadian dealers recorded only a moderate pickup in business during April, they believed that the in-between month of May would show even more improvement as promotions are planned on a much larger scale than last year. Many dealers recorded overall gains of 15 to 20 percent in April over last year; some reported 10 to 12 percent declines.

It was a hectic April for all dealers. Some dealers cut prices 10 to 30 percent in special sales and some boasted of selling below wholesale levels. In addition to markdowns and despite credit tightness by banks, some dealers put ads in newspapers calling for "no down payments," "no monthly payments till fall," and hinting no interference from credit curbs in ads stressing, "We do our own financing."

"Our sales of ranges were good, washers steady, refrigerators up, and in other lines so-so," said a top executive of a Quebec chain, confiding that April sales dollarwise were up almost 20 percent over last year. Another dealer in same province said, "All white goods business started moving in April. It's a cinch that May sales will be even better." An Ontario dealer, a big fellow, said that, judging from experiences in April, "It looks like sanity is returning to the appliance business at last." His stores increased sales by about 15 percent in April and showed signs of bigger gain in May.

However, some dealers had complaints about April trends. "Price-cutters gave us the works and our sales toppled at least 10 percent or more," said a department head of a large store in Ottawa. "We're sure down from last year this April," reported a dealer in Montreal, quoting figures which proved his overall business down 12 percent except, oddly enough, in TV which through special promotions were over last year's figures. Dealers in other Canadian cities had similar dips to report.

Obviously, the April pickup was mixed but it was there. More im-

portant now, this pickup is expected to gather steam in May.

Small dealers being elbowed out of existence? This is the key to a demand by the Retail Merchants Association of Canada that the Canadian Government should do something to help the small retailer get capital. Something must be done, the Association states, because "small business, the mainstay of free enterprise and effective competition, may be elbowed out of existence."

The national body, official spokesman for the many thousands of small retailers across Canada, has communicated with every Member of the Canadian Parliament in Ottawa, seeking aid for the little fellows of the retail trade. It is pointed out in the communication that other segments of the economy are being helped in this respect. Why not the small retailer? Industry in Canada, when it cannot get capital from the usual or normal sources, can get it from the official Industrial Development Bank; home owners can get it from the National Housing Act administration; farmers can get it from the Canadian Farm Loan Board. Who helps the small retailer? This question is asked by the national organization and answered by this group, "Nobody." At the same time, the organization suggests that the federal government should provide credits for the little fellows just as it does for other segments of the economy.

However, those in the know in Ottawa hint that no such help will be forthcoming, at least this year, neither in the form of any guaranteed bank loans or extension of facilities of the Industrial Development Bank. Likewise, no tax changes to help small retailers are in prospect now, particularly since the small retailer already does not pay any corporation income tax, as a rule, in contrast to the heavy payments by their chain competitors.

Still the Retail Merchants Association persists in its drive to help the small retailer somehow. "We

(Continued on page 24)

West Bend's new automatic party-percolator in copper color

Now...

30, 40 or 50 cups
of delicious coffee
automatically!



WEST BEND 50 cup automatic percolator

operates as easily as an 8-cup automatic "perk!"

1. Simply fill with cold water for 30, 40 or 50 cups, as desired.
2. Add coffee (special basket allows use of drip grind).
3. Plug in any AC outlet. Brews the coffee automatically (no dials or controls to set).

Enjoy the unique experience of supplying a terrific, expanding ready-made market! Wherever people gather — in homes, club meetings, churches, lodges, offices . . . anywhere — West Bend's 50 cup *fully automatic* percolator is indispensable. Amazingly simple to operate and completely portable. Plug in to any 110 v. AC outlet, and in 26 to 35 minutes it automatically brews from 30 to 50 cups of delicious, uniform coffee. Full-view glass gauge. No-drip faucet. Durable 16-gauge aluminum.

Copper-color Aluminum \$44.95
Polished Aluminum \$39.95

*Nationally
Advertised!*

WEST BEND'S 50 CUP IS BEING ADVERTISED
IN Saturday Evening Post, Holiday, New Yorker,
American Home, Ladies' Home Journal, Sunset,
Farm Journal and Esquire.

Other West Bend favorites



CANISTER SET



TRIG
TEA KETTLE



FLAVO-MATIC
COFFEE MAKERS



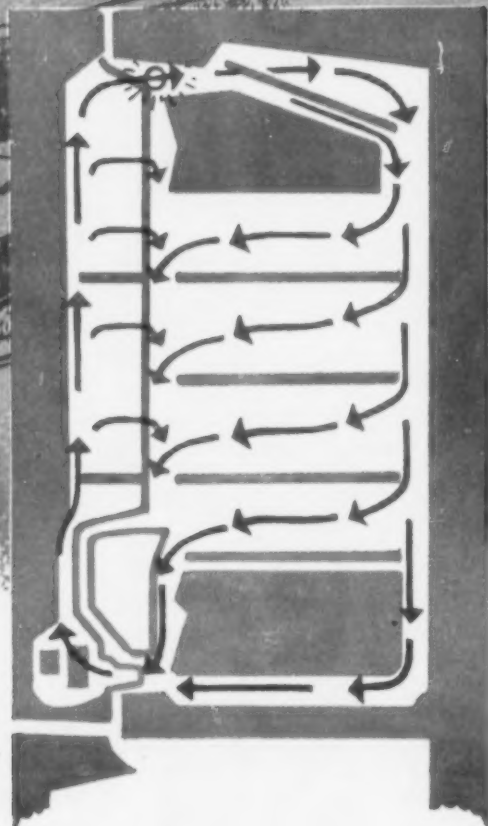
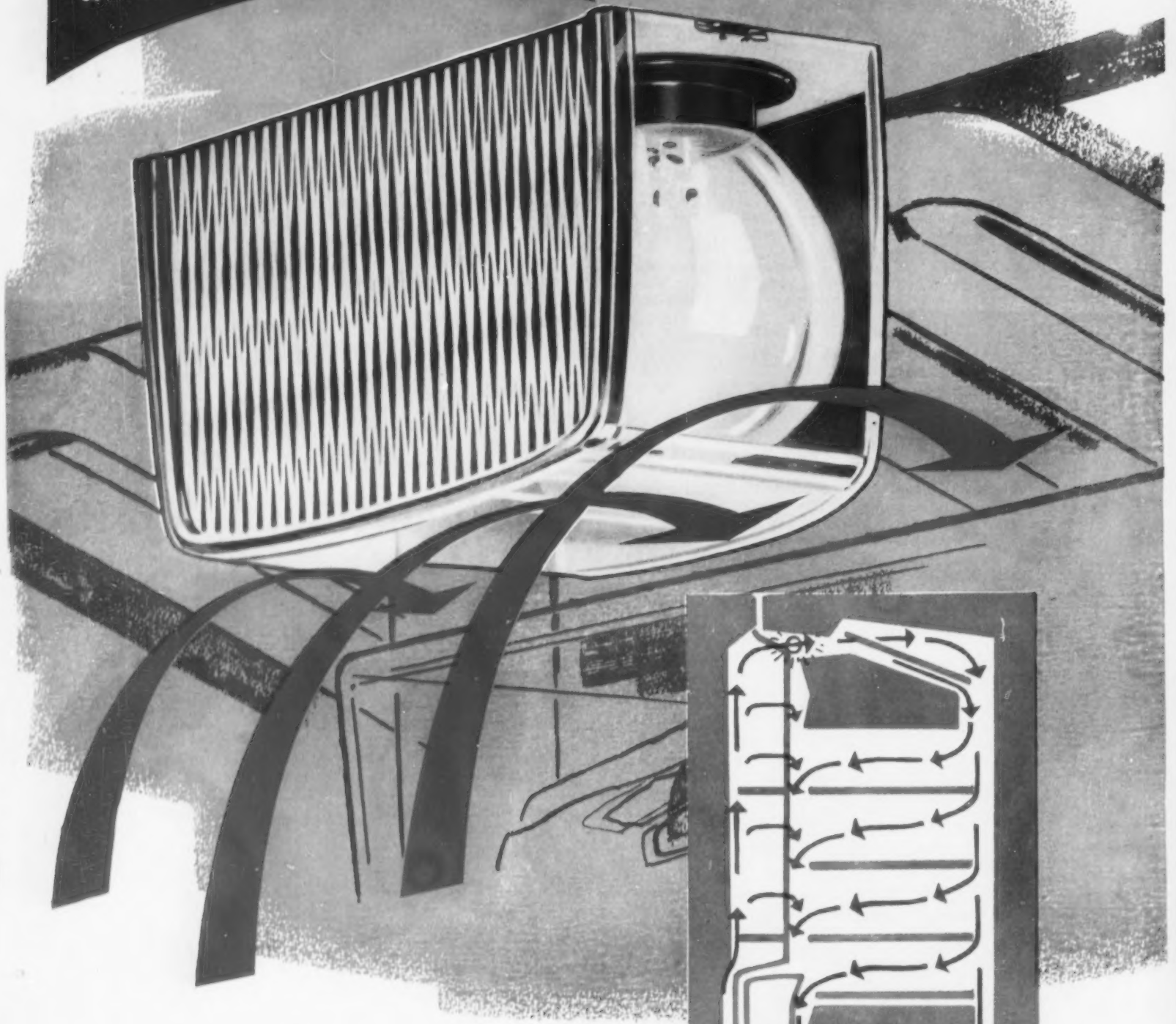
AUTOMATIC SKILLET


WEST BEND

WEST BEND ALUMINUM CO., Dept. 186, West Bend, Wisconsin

*Combats odor
and taste transfer*

NEW AIR



Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America

PURIFYING SYSTEM

...the big "extra" that makes



Whirlpool

refrigerator-freezers

EASIER TO SELL!



It's the greatest news in refrigeration! It's the revolutionary, all new Air Purifying System. The air that surrounds the refrigerated food is circulated through ultra-violet rays from the purifying lamp . . . combating food spoilage and odor and taste transfer! The circulated air maintains an ideal temperature throughout to protect foods wherever they're stored . . . *even in the door shelves!*

here's another fast-selling "extra" INSTANT ICE CUBE EJECTOR

Ice cubes . . . a few or many . . . quickly, easily, simply! An easy press on the handle of the inverted ice tray and instantly, automatically, all the cubes shower into the handsome server bin that holds up to 8½ pounds! The bin can be carried anywhere for convenient serving.



plus all these sales-closing features!

- 2 Appliances in 1 . . . a big automatic defrosting refrigerator section *plus* a true zero-degree freezer.
- Automatic ice tray filler . . . refills right inside the freezer (optional).
- Ice water tap . . . a never-ending supply of cool drinking water (optional).
- Easy-action glide-out shelves . . . bring everything "out front."
- Handy new meat keeper . . . keeps meats at a safe temperature level.
- Big window fruit bin . . . holds up to 22 lbs. . . . tilts down for easy loading.
- Jumbo twin porcelain enameled crispers . . . extra deep and big with a 30 quart capacity.
- New super-size interior lighting . . . floodlight the interior.
- Full capacity glide-out freezer basket . . . holds 40 lbs. of food.

RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

NOW....

New Profit Opportunities

with Tex-Knit®

Ironing Pads and Covers

"GOOD—BETTER—BEST"

selection in ironing board covers

Open up a whole new field of profit opportunity with the Tex-Knit guaranteed line. "Good—Better—Best" selection gives you three chances at every sale... allows easy trade-up... higher sales tickets... assures customer satisfaction.

GOOD



GOLDEN CROWN

Guaranteed one full year!
Retail list \$1.98, with
Foam Rubber Pad \$3.98

BETTER



PERMA GOLD

Guaranteed two full years!
Retail list \$2.98, with
Foam Rubber Pad \$4.98

BEST



BURN-PROOF

Guaranteed three full years!
Retail list \$3.69*, with
Foam Rubber Pad \$5.49*

*West Coast prices slightly higher.

FREE DISPLAY plus

\$5.94 in FREE profit goods when you
SELL 'EM ALL... with the Tex-Knit
"Good—Better—Best" Basic Assortment "A".



Basic Assortment "A"—A complete selection of the fastest-moving Tex-Knit covers packed in a colorful display... meets every consumer need—trades-up on sight—acts as a "self-seller" at the all important Point-of-Purchase. FREE Display plus \$5.94 in bonus merchandise at no cost with Basic Assortment "A". Order from your supplier now.

Quantity	Model No. (Adjustable to fit all boards)	Total List
3	No. 5100 GOLDEN CROWN, Retail \$1.98	\$ 5.94
3	No. 3100 PERMA GOLD " 2.98	8.94
3	No. 2100 BURN-PROOF " 3.69	11.07
2	No. 5200 GOLDEN CROWN " 3.98	7.96
2	No. 3200 PERMA GOLD " 4.98	9.96
2	No. 2200 BURN-PROOF " 5.49	10.98
Total retail list		\$34.85*

PLUS FREE 3 Model No. 5100 GOLDEN CROWN FREE Retail list \$5.94
FREE "Good—Better—Best" Self-Seller Display FREE
Total retail value \$60.79*

Endorsed by Steve Allen and Jayne Meadows...
advertised in LIFE



Steve Allen and Jayne Meadows will bring the Tex-Knit story to millions of homemakers across the country. Big-space advertising in America's leading weekly, plus newspapers, radio and television, will aggressively promote Tex-Knit... the only ironing board covers nationally advertised—and consumer guaranteed!

**STOCK,
DISPLAY
and SELL**

Tex-Knit®

the only **GUARANTEED LINE**

Textile Mills Company, 2762-92 Clybourn Ave., Chicago 14, Illinois
World's largest manufacturers of ironing board covers and pad sets.

TRENDS REGION BY REGION

are approaching the point where a few large corporations are gaining a stranglehold on the retail trade of our country," the Association says, adding, "Unless there is fast legislative action to counteract this trend, small business, the mainstay of free enterprise and effective competition, may be elbowed out of existence."

Lower saturation levels in Canada than in U. S. should boost appliance sales in Canadian market. This conclusion is reached by an official study made for the Royal Commission on Canada's Economic Prospects on "The Canadian Electrical Manufacturing Industry" which has just been completed to indicate what dealers can anticipate in future. It has aroused widespread interest in dealers' circles as it really tells what consumer trends are likely to be in Canada for years to come.

In the consumer field, this official study reveals, much of the growth will undoubtedly take the form of the sale of new appliances that have not yet been introduced. However, even on existing products market saturation is lower in Canada than in U. S. This would seem to indicate considerable room for increased sales of existing products, particularly for those introduced comparatively recently such as television sets, clothes dryers and home freezers so far as Canadian market is concerned.

The lower saturation levels in Canada as compared with those in U. S. reflect a number of factors.

First, the absence of electric power in many rural parts of Canada until recently prevented sale of electric appliances in this market. Second, introduction of TV in Canada has been so recent that there has not yet been time to fully develop this market. Third, the lower income levels in Canada and the higher Canadian prices for many appliances limit market for these products in Canada.

"As Canadian income levels rise and as the growing Canadian market makes possible lower production costs, there should be a rapid expansion in the demand for appliances," this study forecasts, pointing to the continuous flow of new products and shortage of domestic help as encouraging further greater use of labor-saving appliances in most Canadian homes.

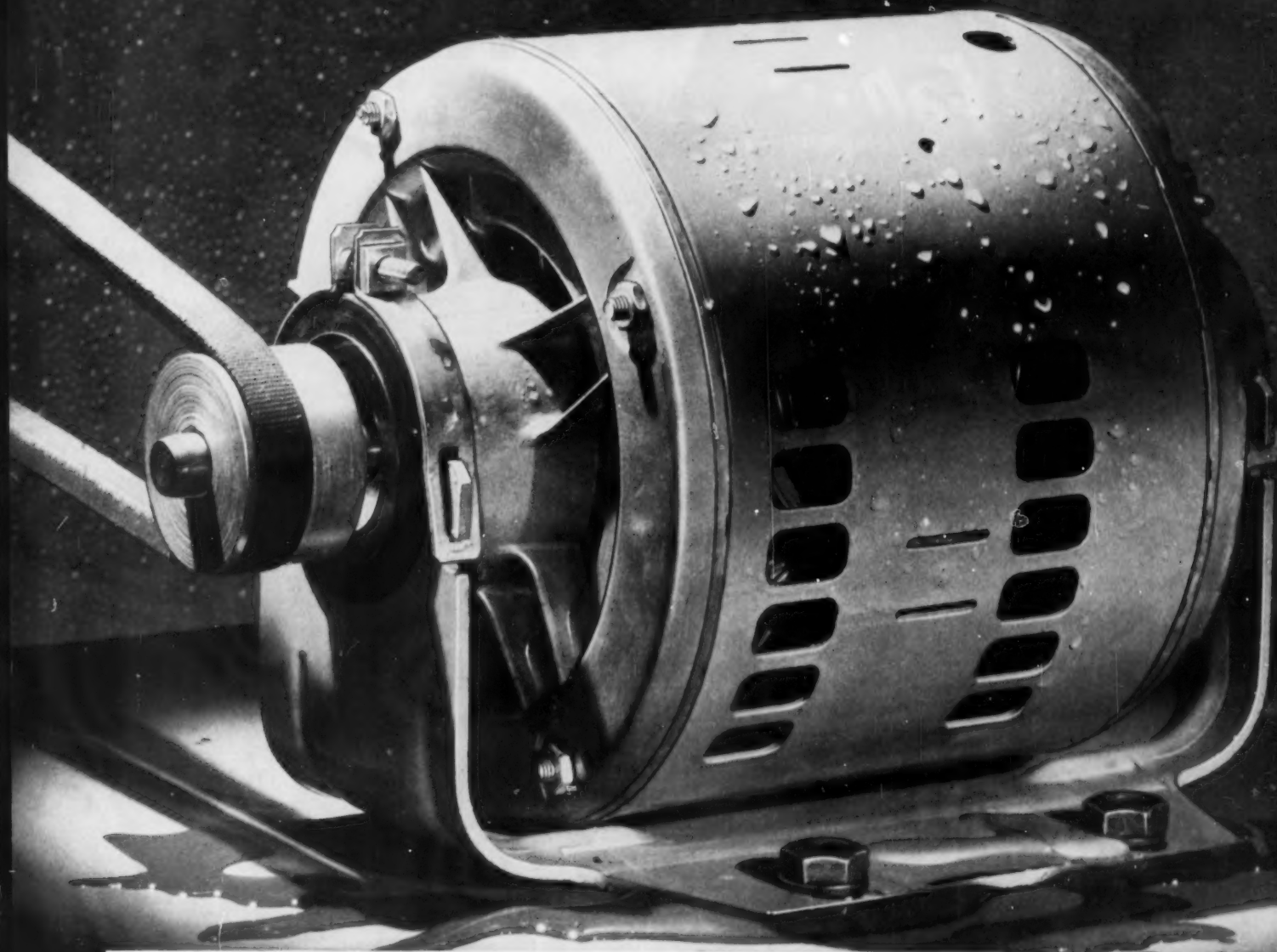
Latest survey, the study shows, indicates that Canadian homes have the following percentages of appliances in comparison to U. S. figures (in brackets): vacuum cleaners, 52% (62%); home freezers, 5% (15%); radios, 96% (98%); electric ranges, 42% (27%); television sets, 39% (74%); refrigerators, 75% (92%); washing machines, 79% (81%).

In other words, except for electric ranges, market saturation levels in Canada are lower than in U. S., according to this official study and thus provide even greater opportunities for home appliance sales expansion in Canada than in the United States in the immediate future. End



"THEY'VE INSTALLED THE NEW FILTER, LINT TRAP, WATER AND SUDS SAVER, AUTOMATIC SOAP, BLUEING, AND BLEACH DISPENSERS. NOW THEY DON'T HAVE ANY SPACE TO PUT THE TUB IN."

THE ALL-NEW GENERAL ELECTRIC APPLIANCE MOTOR



New Humidity-resistant Insulation System Lengthens Motor Life, Reduces Service Calls

THE ALL-NEW GENERAL ELECTRIC APPLIANCE MOTOR features today's best protection against moisture. For example:

Mylar* polyester film insulation provides 35 times greater moisture resistance and eight times greater physical strength than paper and varnish insulation used in ordinary motors of this type. Formex** wire with baked-on resin gives maximum protection against damage caused by overload. It's the first motor



of its type with an insulation system containing both Mylar and Formex.

As a result of this improved insulation system the all-new G-E motor for washers, dryers, dishwashers, food waste disposers, and ironers performs better and lasts longer. Your customers realize greater satisfaction from appliances equipped with G-E motors. You can count on greater customer confidence and more repeat sales.

For more information about the first all-new appliance motor in 25 years, write Section 705-5 for Bulletin GEA-6381. General Electric Co., Schenectady 5, New York.

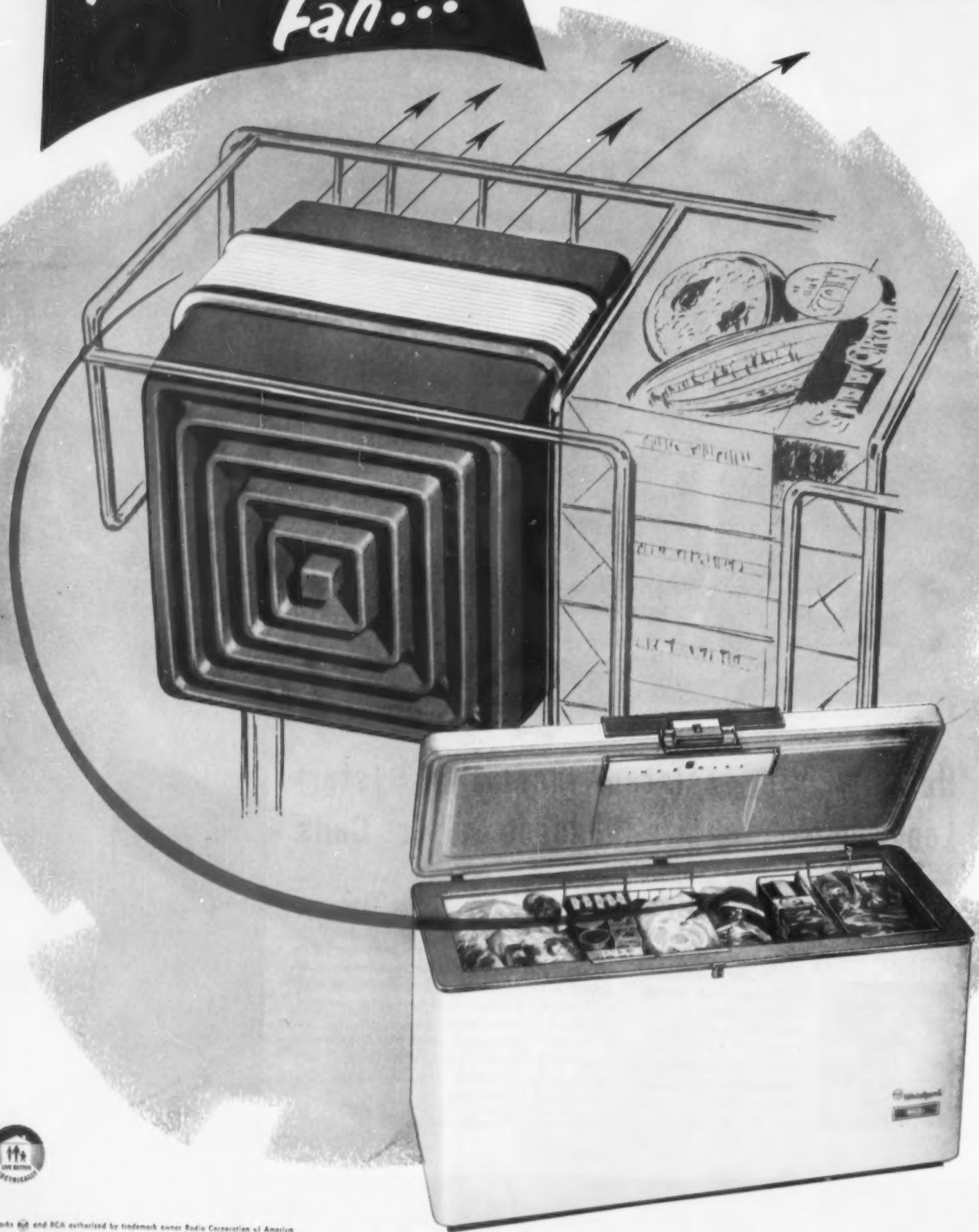
*Reg. trade-mark of DuPont Co.
**Reg. trade-mark of General Electric Co.

GENERAL  ELECTRIC



*Fast Freeze
Fan...*

FREEZES



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

FOOD TWICE AS FAST

...the big "extra" that makes



Whirlpool

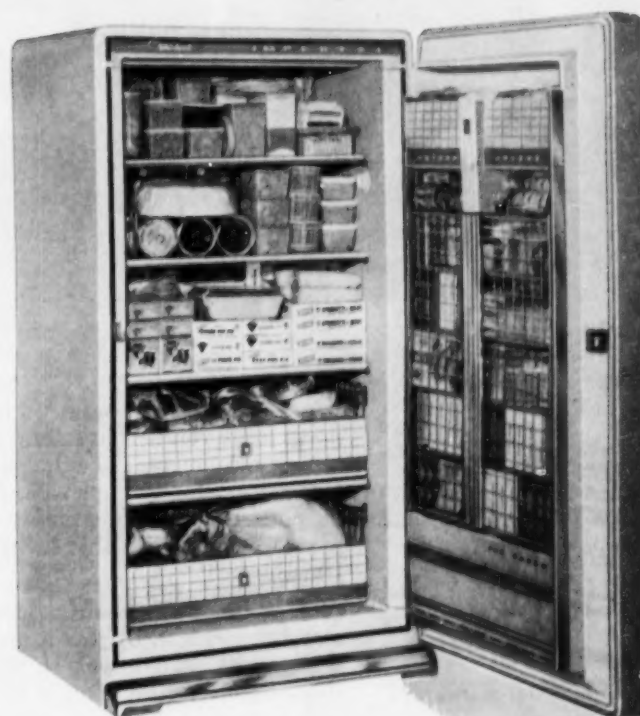
freezers

EASIER TO SELL!

Here's a big exclusive feature that really means business for you! In RCA WHIRLPOOL chest freezers the Fast Freeze Fan sends a blast of "zero-cold" air directly against food in the big fast freeze section — to freeze them up to twice as fast — just like commercial freezers do. Faster freezing captures the peak of flavor and preserves more nutritive values. In addition, you can sell fast contact freezing against all 7 interior surfaces. In upright models the Fast Freeze Fan circulates a stream of "zero-cold" air throughout the interior — *even in the door* — to maintain the constant low temperature that guards the peak of flavor.

here's a convenience "extra" ... SUPER-STORAGE DOOR

This big, roomy door actually holds up to 131 different items — neatly, conveniently! Handy dispensers hold 28 cans . . . deep, roomy, adjustable shelves take various shaped packages . . . full-width, tilting ice cream bin holds up to 2¼ gallons. Show this spacious door to your prospects — and you'll see that RCA WHIRLPOOL freezers really are easier to sell!



plus all these other sales-closing "extra" features!

- Removable Storage Dividers
- Big Convenience Baskets
- Counterbalanced, Self-Aligning Lid
- 2 Glide-Out Freezer Baskets
- Automatic Defrost Water Disposal
- Safti-Lite and Key-Lock
- High Density Insulation
- Adjustable Temperature Control
- Choice of White, Pink, Yellow, or Green Exterior

RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! ... it's easier to sell RCA WHIRLPOOL than sell against it!

how to hop a magic carpet
to higher profits with
Magic Chef's exclusive
UNI-BURNER!

This unit really washes like a dish

Magic-Lite Pilot is 75% cooler, saves gas

MODEL 16839



- Center-Simmer Uni-Burners
- Magic-Lite Pilots
- Magitrol Top Burner
- Griddle with Chrome Cover
- CP Oven (Automatic Lighting)
- Red Wheel Oven Heat Control
- Oven Window and Light
- Swing-Out Broiler

Want to get more sales off the ground? Then don't limit yourself to selling gadgets . . . start selling *advantages*. Take the performance of our Uni-Burner for example. Women *hate* to clean burners. Usually it's a major operation, and a mess. But not with this exclusive Magic Chef Uni-Burner!

Pick it up. Demonstrate how the front and rear burners *and* drip pan are combined in a *single* unit! So lightweight, she can lift it out *single* handed. And snap it back into position with a flick of the wrist. Explain, too, that it washes as easily as china because it's porcelain

enameled inside and out. Magic Chef's Uni-Burner is a far cry from the usual assembly line of greasy parts that would stump an engineer.

While you're talking about *cooking* on the top burner . . . point out how Magic Chef will light fast, heat evenly—make every meal a picnic to fix. Call attention to the Magic-Lite Automatic Pilot that's 75% cooler than ordinary old-fashioned systems, uses 75% less fuel.

And these are just a few of the many Magic Chef features that make selling *smooth sailing* . . . when they *make sense* to your customers.

get **GEARED TO GO** for a **PROFIT** with

Magic Chef
the **GAS RANGE** you can count on in '57!

MAGIC CHEF, INC., ST. LOUIS 10, MO.

Mort Farr Says . . .

Transistors Are Changing Our Business



Mort Farr, Upper Darby, Pa., appliance-TV dealer

TRANSISTORS are due to usher in a new era of portability and reliability in electronic entertainment. These match-head size replacements for vacuum tubes are due to revolutionize the design and uses of radios, TV sets, cordless clocks and clock-radios, hi-fi phonographs, p.a. systems, auto radios and Dick Tracy-type wrist-watch size radios and paging devices.

To be able to sell transistor radios even in their present state of development it is important to understand first, what a transistor is, second, why they cost more today than a vacuum tube, and third, why they are worth this cost. We must be able to point out the greatest advantages to a consumer buying a portable radio in selecting one powered by these new mighty-mite electronic gadgets.

WHAT IT IS. The best way to describe a transistor is that it is a solid state device in which the flow of electrons can be controlled just as they are in the vacuum of an electron tube. There is no need for a hot filament to start the flow of electrons; they are already there and need only a small battery with 6 to 20 volts to activate these electrons. When a current passes thru the metal core, electrons begin skipping thru the transistor. The addition of an electronic impulse such as a signal from a radio transmitter works with the skipping electrons to speed up or amplify the original impulse. Actually it takes but a speck of this solid matter to command the flow of these electrons. Physically, transistors range in size from about the size of a grain of wheat to a kernel of corn, but much of that size is made up of plastic or some other material to protect the transistor against moisture and a metal covering to protect its connections and make it large enough to handle and connect practically. There are as many types as there are ways of making them. Electronic engineers divide transistors into two families, point contact transistors and junction transistors. Within each family there are a number of types designed to accentuate certain characteristics, such as high frequency operation or the ability to handle greater power.

Basically most of them are made of germanium, but other materials are also used, and for application where heat is a factor the new but higher priced silicon transistor will be used. The crystal at the heart of the transistor is not to be found in nature. It is man-made and while it looks like a mineral, it is more of a chemical. It is neither a conductor, such as copper, nor an insulator such as glass. It is what is known as a "semi-conductor". The main source of germanium has been the dust in the stacks of zinc smelters. It is also available

in the ash from coal mined in England. It costs hundreds of dollars a pound, but as many as thirty thousand transistors can be produced from a single pound. The high cost is in the purifying and refining, fabricating and intricate task of fastening connections to these tiny particles and testing them.

Transistors cannot do anything new, but they do some things better and more efficiently than vacuum tubes. A transistor can detect, amplify, oscillate, multiply frequency and operate as a switching device.

ADVANTAGES OF TRANSISTORS. First is simplicity. There are only four elements and no floating or moving parts and no filament to burn out.

They are small and will eliminate a lot of size and weight in the devices in which they are used. You could put a hundred or more in the glass envelope of a single small receiving tube.

They consume little power—perhaps one-thousandth the power of a tube they might replace. This means an additional saving in size and weight of battery, lower power consumption, which means negligible heat output in most applications, so that components are not subject to the great amount of heat given off by vacuum tubes.

They are rugged. With no moving or floating parts they will stand much more jarring, which gives them definite advantages in portable and auto radios.

They have very long operating lives. Some of the transistors being produced today have an estimated life of as much as one million hours of operation, which would amount to over 100 years of use. This in contrast to about 5-thousand hours average for electron tubes.

They require no warm-up period—operating the instant they are energized.

When properly encased they are impervious to dampness and have even operated under water.

SETS LAST LONGER. Because of the low voltages required, components of sets using transistors should last much longer as there will be no heat problem and no high voltages to break them down. The main benefits to the public are the long life of the sets and the transistors, and the low upkeep both from a standpoint of battery cost and of service and maintenance cost. In the few years since their introduction, transistor sales climbed last year to over 10 million transistors and so far this year the rate is over double that volume. In ten years we will be making and using over 250 million a year, 50 million in auto radios

alone. From a price just a few years ago of \$12 to \$15 each, prices have declined to around \$2 at present and the next two years should find them selling at about \$1 each, at which point they will be competitive with vacuum tubes, in price.

WHAT TYPE OF SETS CAN WE EXPECT?

The new radio lines for 1958 will include many new transistor models. We can expect more of the compact miniature portables with improved performance as well as larger multiple-transistor sets that will rival their AC powered predecessors for tone, volume and sensitivity. There will also be new model home radios, making use of transistors and powered by small batteries that could last as much as a year. These cordless radios can be promoted as safe for the children to play with, safe to operate in the bathroom, or from the bathtub and can be conveniently used anywhere the listener wants to sit or lie down, indoors or out. They will operate larger speakers and may be had in a variety of decorator colors for individual taste. We may also expect shortly all-wave and FM types of sets, powered by transistors and batteries as well as clock radios that do not depend on power lines for power.

Several automobile manufacturers have already brought out transistorized auto radios for their cars and these should outlast the cars themselves.

PORTABLE TV. A truly portable transistorized television set would be a real boom to the second TV set business, but the likelihood of one of these for several years at a price that would appeal is rather remote. We do not have transistors that perform well all of the functions necessary to operate a television set at present, but it would be possible to build one using transistors in combination with a few vacuum tubes and operated by batteries. The cost would be high and a battery would not last long, due to the drain of the vacuum tubes and the requirements of the picture tube. A set of this type will probably be on the market by 1958, but the price will limit the market for it. We can confidently, however, look forward to the development for sale of a fully transistorized portable television that will be both light in weight and operate efficiently off chargeable dry batteries. This may take 2 to 5 years, but a cordless TV set would have a tremendous impact on the television industry.

Before that time we should have portable transistorized hi-fi sets with low current motors that will allow record enthusiasts to truly have the music they want when and where they want it. *End*

BE



A COMPLETE LINE FOR EVERY NEED...

Remember, you can't sell 'em
IF you don't have 'em!



IMPERIAL MODELS . . . the ultimate in air conditioning comfort — with all the latest engineering advances! Includes the popular $\frac{3}{4}$ h.p. "Lo-Amp" model.



SUPREME MODELS . . . perfect for "through the wall" installations. Packed with salable features for the medium-price market.



DELUXE MODELS . . . for "budget" shoppers! You can sell many "top-of-the-line" features and quality — at a really low price. Models from $\frac{3}{4}$ to $1\frac{1}{2}$ h.p.

PLUS CUSTOM MODELS . . . rugged 2 h.p. beauties for those extremely "heavy" cooling jobs in extra-large rooms, and for commercial and institutional users. Also available in "reverse cycle" models in smaller sizes.

Join up!

READY WHEN THEY NEED COMFORT!

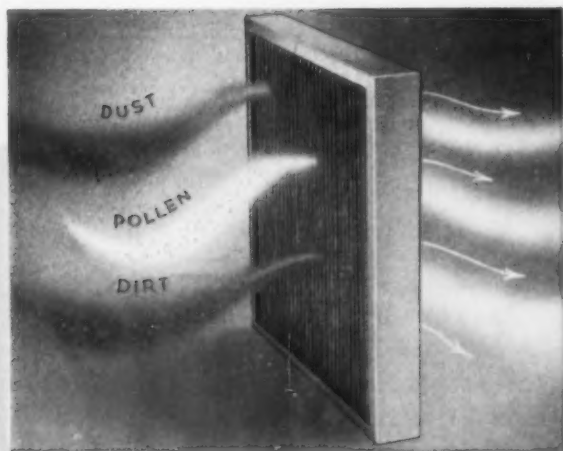
stock plenty of units under Rx plan
without usual "carry-over" problems



ROOM AIR CONDITIONERS

Now, stock a complete line of air conditioners . . . fill all your customers' needs! Reorder when you want, as much as you want! It's now possible, without the usual "carry-over" and inventory worries. The terrific new Retailers' Exchange Program reduces "cool weather gamble" . . . lets you stock and sell all models right up to the end of the season! Yes, it's your ticket to greater profit opportunity . . . *all season long*.

And, with RCA WHIRLPOOL Room Air Conditioners, you have a longer selling season because . . .



Electronic Filter combats hay fever conditions

It's a brand new selling benefit! Because it's up to 300% more effective . . . filters out microscopic particles as small as 1/25,000 of an inch . . . it combats conditions which cause hay fever and other air-borne allergies. So, sell the line that lets you sell beyond the hot weather season, that offers greater profit potential . . . see your RCA WHIRLPOOL Distributor today.

Additional features to help you sell

- New compact design.
- Simple, easy-to-operate controls.
- Adjustable "comfort-zone" thermostat.
- Adjustable air direction control.
- HI and LO fan speeds.
- Hermetically sealed system.
- Weather-resistant cabinet.
- Five-year written warranty on sealed refrigerant system.

RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



. . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



(Companion model available for use with humidifiers.)

SELL MORE DEHUMIDIFIERS —MAKE EXTRA PROFITS WITH THIS AUTOMATIC CONTROL

Set it—forget it. Turns on dehumidifier only when needed. Bendix calibration scale permits exact setting for accurate humidity control.

You'll sell that dehumidifier faster if you recommend and sell the Bendix® Humidistat along with it. This Humidistat makes an efficient instrument of a dehumidifier—enables the user to set the exact level of humidity he desires. It's as necessary to proper humidity control as a thermostat is to proper heating. (After all, you couldn't sell a thermostat which merely permitted "hot" or "cold" settings.) Approved by Underwriters' Laboratories, it is

the only 1957 model with new Calibration-Knob setting—the Bendix-designed feature that makes accuracy possible in selection of desired humidity. Operation of the Bendix-Friez Humidistat is simplicity itself. Once it's set, it takes over. The dehumidifier operates only when humidity exceeds the setting on the Humidistat. Needless operation is eliminated. And the new model's handsome gold and silver case blends perfectly with just about any decorating scheme. Write today for full details. Bendix-Friez, 1471 Taylor Avenue, Baltimore 4, Maryland.

\$14⁹⁵

Suggested retail price to give you a big profit margin

REG. U. S. PAT. OFF.

**FRIEZ INSTRUMENT
DIVISION**



ECONOMIC CURRENTS

Industry Will Spend More — Consumers Will Eventually

By the McGraw-Hill Dept. of Economics

A MERICAN business plans to maintain a very high level of capital expenditures during the next 4 years. This is the most important business story of the year. It is based on the 10th annual survey of Business' Plans for Investment made by the McGraw-Hill Department of Economics.

Appliance, radio and TV manufacturers plan to cut expenditures for new plants and equipment 7 per cent in 1957. But they will increase their spending 33 percent between 1957 and 1960.

A BIG GAIN ACROSS THE BOARD. Business as a whole now plans to spend 12 percent more this year than in 1956 for new plants and equipment. For 1958-1960 business already has plans for almost as much capital spending as in record-breaking 1956. In fact, plans are within shooting range of even more record-smashing in 1957. And since these are preliminary plans, the actual expenditures may turn out higher. In spite of tight money and narrow profit margins, there has been no weakening of plans for 1957.

CAR MAKERS WERE CUT BACK. Although business as a whole is planning a stable level of investment in the years ahead, there will still be some ups and downs among the various industries. For example, the automobile industry, one of the biggest spenders, plans to cut spending by 29 percent this year—and spending will drop again in 1958 to less than half the 1956 level.

Business also plans a great increase in research expenditures, and in the introduction of new products and processes. This factor, combined with a high level of capital spending, points to a bright prospect for general prosperity in the future.

Since industry is also planning an unprecedented step-up in research and new product development, the chances are excellent that a wave of new products and processes will start rolling well before 1960 and carry capital spending with it to a new high.

American industry spent \$6.1 billion in 1956 on research and development—up sharply from the \$4.8 billion spent in 1955. This represented an increase of 28 percent. And plans

(Continued on page 36)



**Back to
pack your
store again!**

record extra traffic

Repeating the
big volume sell-out
promotion
of the
famous

CORY

GLASS COFFEE BREWER

Regularly \$4⁵⁰

NOW \$2.95 retail

This was a box-office success the last time . . . pulled customers in droves and rang up profit-packed sales. And no wonder! For only \$2.95 your customers walk out with the famous 4-8 cup CORY Glass Coffee Brewer . . . tough, taste-free, heat-resistant glass with decora-

tive 4, 6 and 8 cup markings on the decanter . . . easy-to-use, easy-to-clean CORY Glass Filter Rod . . . balanced heat-proof handle. This opportunity knocks only once a year . . . so stock up now! Quantities for this special offer are limited—order while they last.

HURRY!

Offer Expires June 30, 1957

CALL YOUR DISTRIBUTOR TODAY!
Order CORY Model DKG-S 4-8 cup
Glass Brewers

ANOTHER QUALITY PRODUCT OF

CORY

CORPORATION
3200 W. Peterson Avenue
Chicago 45, Illinois

Only with Columbia can you join the **HI-FI** **PREMIUM** **PARADE!**

Now offer Hi-Fi Accessory Kits With Sales of Columbia Phonographs!

The hottest natural in the industry . . . naturally from Columbia to increase traffic and sales in your store now right through the summer! Now offer exclusive Hi-Fi Accessory Kits with every sale of any Columbia phonograph! Handsomely-styled record carrying cases contain diamond needles, record brushes, sprays, cloths, 45 rpm spindles, even record albums! Promotion covers every price category and includes entire Columbia line, from magnificent "360" K-2 console combination (model 530) to famous manual portable (model 512)—America's top-selling phonograph in its class according to Billboard's most recent dealer sales survey! For special newspaper ads, radio spots, display materials, supply of kits, call your Columbia distributor today!

\$68 Columbia Library Quartet sells for just \$29.95. 4 handsome library-type storage volumes with room for 80 ④ record albums. Accessories include diamond needle, 5 ④ record albums, spindle, spray, cloth, brush. Offer with Columbia models 530, 528, 527, 524.



\$45 Columbia Attaché Case Accessory Assortment sells for just \$22. Washable-finish Cavalry Tan attaché case with room for 25 ④ albums. Built-in storage space for accessories. Includes diamond needle, spindle, spray, cloth, brush. Offer with Columbia models 526, 522, 518.



\$21 Columbia Super Hi-Way Kit sells for just \$10.50. Sturdy washable plastic carrying case comes packed with 10 Columbia Extended Play record releases. Separate compartment holds 45 rpm spindle. Offer with Columbia models 517, 516, 515.



\$17 Columbia Hi-Way Kit comes FREE! Sturdy charcoal and white case comes packed with 10 new Extended Play releases by popular Columbia performers like Guy Mitchell, Tony Bennett, Jo Stafford, 4 Lads! Available at half price with models 512 and 513. Offer free with Columbia models 540 and 514.



COLUMBIA PHONOGRAPHS

© "COLUMBIA" & ® MARCAS REG.

**Sell More
Columbia
Model 530**
ultra high-
fidelity, console
combination;
AM FM and
automatic
phonograph
—"360" K2
series.



**Sell More
Columbia
Model 528**
ultra high-
fidelity,
automatic,
console phono-
graph—"360"
K2 series.



**Sell More
Columbia
Model 527**
high-fidelity,
automatic,
console phono-
graph—"360"
K2 series.



**Sell More
Columbia
Model 526**
ultra high-
fidelity,
automatic
portable
phonograph
—"360" K2
series.



**Sell More
Columbia
Model 524**
high-fidelity,
automatic, table
model phono-
graph—"360"
K2 series.



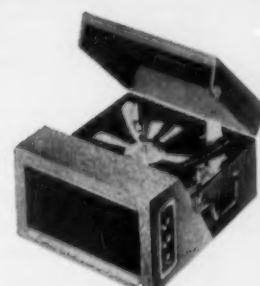
**Sell More
Columbia
Model 522**
four-speed,
super-deluxe,
high-fidelity
portable phono-
graph.



**Sell More
Columbia
Model 518**
four-speed,
deluxe, high-
fidelity,
automatic
portable phono-
graph.



**Sell More
Columbia
Model 517**
four-speed
automatic, high-
fidelity portable
phonograph.



**Sell More
Columbia
Model 516**
four-speed,
automatic
portable phono-
graph.



**Sell More
Columbia
Model 515**
four-speed,
automatic
portable phono-
graph.



**Sell More
Columbia
Model 514**
four-speed, super
deluxe manual,
portable phono-
graph.



**Sell More
Columbia
Model 513**
four-speed,
deluxe, manual
portable phono-
graph.



**Sell More
Columbia
Model 512**
four-speed,
manual, portable
phonograph.



**Sell More
Columbia
Model 540**
45 rpm
automatic,
portable phono-
graph.



For special newspaper ads,
radio spots, display materials
and your supply of kits call
your Columbia distributor
listed below.

COLUMBIA PHONOGRAPH DISTRIBUTORS:

Akron: Goodyear Tire & Rubber, 1144 E. Market (Dept. 731). **Albany:** Roskin Bros., 1827 Broadway. **Atlanta:** Distributors, Inc., 1349 Spring. **Baltimore:** Columbia Record Distributors, Aiken at Curtin; David Kaufmann's Sons, Mount at Cole. **Birmingham:** Moore-Handley Hardware, 27 S. 20th. **Boston:** Allied Appliance Company, 111 Berkeley Street; Columbia Record Distributor, 35 Cammington. **Buffalo:** Seaway-Columbia 730 Main. **Charleston, W. Va.:** Pugh Furniture, 1322 Wilson St. **Charlotte:** Southern Bearings & Parts, 500 N. College. **Chattanooga:** Moore-Handley Hardware, 236 E. 21st. **Chicago:** John Plain, 444 W. Washington; Sampson, 2244 S. Western. **Cincinnati:** Columbia Distributors, 3735 Spaeth. **Cleveland:** H. Leff Electric, 2341 Payne; Seaway Distributors, 620 Frankfort. **Columbus:** Graybar Electric, 253 N. Third. **Dallas:** Medaris Co., 1202 Dragon. **Dayton:** York Supply, 531 E. Third. **Denver:** B. K. Sweeney, 1901 23rd. **Des**

Moines: Quad-State Distributor, 213 Third. **Detroit:** Columbia Record Distributors, 7640 W. Chicago. **East Hartford:** Roskin Distributors, 275 Park. **El Paso:** Albert Mathias, 115 E. Moss. **Grand Rapids:** Graybar Electric Co., 432 Monroe, N. W. **Indianapolis:** Joyce Distributing, 146 McLean Place. **Jacksonville:** Distributors, Inc., 822 N. Myrtle. **Kansas City:** Columbia Record Distributors, 1305 Grand. **Louisville:** Sutcliffe, 609 W. Main. **Los Angeles:** Craig Corporation, 3410 S. La Cienega. **Memphis:** Woodson and Bozeman, 733 S. Somerville. **Miami:** Electric Sales and Appliances, 340 N.E. 75th. **Milwaukee:** General Merchandising, 207 N. Milwaukee; Morley-Murphy, 5151 W. State. **Minneapolis:** Columbia Midwest, 31 Glenwood. **Mobile:** Moore-Handley Hardware, 401 N. Water. **Nashville:** Moore-Handley Hardware, 492 Craighead. **Newark:** Times Columbia Distributors, 350 Halsey. **New Orleans:** Interstate Electric, 3733 Conti. **New York:** Timely Products, 257 Fourth; Times Columbia Distributors, 353 Fourth. **Norfolk:** Goodman Electric Supply, 3610 Hampton. **Oklahoma**

City: Miller-Jackson, 111-115 E. California. **Philadelphia:** Beestem & Brody, 3131 Jefferson; Columbia Record Distributors, 919 N. Broad. **Pittsburgh:** Danforth Corporation, 6500 Hamilton; Top-line Distributors (c/o Modern Storage), 28th at Smallman. **Portland, Me.:** Swanton Co., 919 Congress. **Portland, Ore.:** Ry-Bar Distributing, 1315 N. W. Gless. **Richmond:** B. T. Crump, 1310 E. Franklin; Goldberg-Tiller, 959 Myers. **Roanoke:** Roanoke Wholesalers, 819 7th. **St. Louis:** Columbia Record Distributors, 1611 Washington. **Salt Lake City:** Standard Supply, 225 E. 6th South. **San Antonio:** Central Distributing, 1201 E. Houston. **San Francisco:** H. R. Baaford, 235 15th. **Scranton:** Key Radio & Television Supply, 905 Capouse. **Seattle:** Columbia Distributor, 2716 Second; Craig Corporation, 1021 E. Pine. **Shreveport:** Intra-south Distributor, 1665 Texas. **Spokane:** Columbia Electric and Manufacturing, E. 3420 Ferry. **Syracuse:** Onondaga Supply, 344 W. Genesee. **Toledo:** Commercial Electric, 3300 Summit.

NEW! ROPER 3-spit "Rotomatic"

ROTISSERIE

Another Popular ROPER

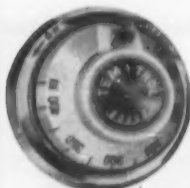
Feature to Help You Sell

"America's Finest GAS Range"

Offer your prospects the pleasure of barbecuing right in their own kitchens. The new Roper comfort-level "Rotomatic" motorized rotisserie provides outdoor flavor . . . indoor convenience. Gives firm support for roasts, poultry and small foods. Easy to remove, clean and store. A Roper plus-value that will help swing the sale your way.



Other Fine Roper Features
Your Prospects Will Appreciate



Roper "Tem-Trol"
Automatic Top
Burner Heat Control



NEW Roper
"Circle-Simmer"
Speed Top Burner

- New "Insta-Set" Control Panel with Handy Condiment Shelf for salt, pepper, etc.
- New "Glamor-Grill" Griddle with Roper "Tem-Trol" Automatic Heat Control
- New "Roast-Minder" Oven Control
- Comfort-Level "Roper Glo" Broiler



Incomparable ROPER 40" Gourmet

Geo. D. Roper Corporation
Blackhawk Park Ave., Rockford, Ill.

Roper sounds good to me. Send complete details and franchise information.

FIRM NAME _____

INDIVIDUAL _____

ADDRESS _____

CITY _____ STATE _____

EM 657

GEO. D. ROPER CORPORATION
ROCKFORD, ILLINOIS

HOTTEST FEATURE IN THE INDUSTRY!



ROPER

DOUBLE

T

COOKING

with *Tem-Trol* Automatic GAS Top Burner

ECONOMIC CURRENTS

(continued)

for 1957 indicate another 20 percent increase this year—to \$7.3 billion. Industry already has plans to spend \$9.3 billion on research by 1960—a preliminary estimate that will be far exceeded if the present rate of increase in research spending continues.

MORE SPENDING, MORE APPLIANCES. Among the largest spenders on research and development are the electrical machinery manufacturers. So that by 1960 appliance dealers will have a whole new flood of products to offer to consumers.

Since it takes time to translate research discoveries into commercial products, the full results of this increase in research spending will not show up for several years. But there is already an increase in the number of companies that are making significant capital expenditures to bring out new products. In manufacturing as a whole, 32 percent of all firms expect to make such expenditures in 1957—this compares with 28 percent in 1956. And for electrical machinery manufacturers the increase was from 44 percent to 65 percent.

If capital expenditures to make new products follow the trend of expenditures on research, it is possible that nearly half of all manufacturing firms will be investing for this purpose by 1960.

Manufacturers now expect about 10 percent of their 1960 sales volume to be in new products. (That is, products not made in 1956, or sufficiently changed to be considered new.) Since this is an average in many industries, such as finished goods producers, the figure would be substantially higher.

Electrical machinery producers expect close to 20 percent of their 1960 sales to be in products not made in 1956. This will mean the introduction not only of new machines but of many completely new processes, during the next four years.

STEP-UP IN RESEARCH. Actually the total volume of new products and processes introduced by 1960 may be far greater than the 10 percent of manufacturers' sales indicated by preliminary estimates in this survey. Many companies that are now without plans to introduce new products are among these planning a sharp step-up in research expenditures. And if these companies succeed in their research, new product introductions will increase. End

Revco rural dealer says...

"We expect a 75% to 100% increase in REVCO Freezer Sales in 1957"

"THE REVCO DEALER PROFIT PROGRAM IS SOUND AND IT WORKS"

Winston-Salem, North Carolina—"Farmers are our best prospects for large freezers," says Ed Kelley of Ed Kelley Inc. Right now Mr. Kelley sells 15 to 20 Revco Freezers monthly.

Convincing demonstrations prove the advantages of Revco's aluminum interior construction. The benefits are fast freezing, safer storage and lower operating costs. Mr. Kelley expects a 75% to 100% increase in Revco sales in 1957.



BETHLEHEM, PA. REVCO DEALER FINDS FARMERS BEST PROSPECTS

Bethlehem, Pennsylvania—The Howard F. Fox Store which caters to rural customers, reports as many as 6 Revco Freezer sales in one month.

Mr. Fox expects an increase of 25% in his Revco sales in 1957. "Frozen foods are becoming more popular each year. I think the future of large chest freezers is excellent." Mr. Fox also likes to sell Revco freezers because they are service free and quiet in operation.

Farmers are Mr. Fox's primary prospects. He finds they are mostly cash customers and he has few trade-ins.



BEDFORD, PA. REVCO DEALER

likes to sell the large size chest freezers



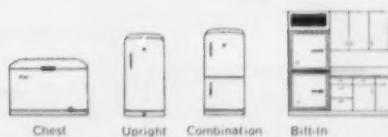
Bedford, Pennsylvania—Mr. Fritz, of the Russell E. Fritz Electrical Company, says he likes to sell the large chest freezers because, "we do business in a rural farm area and they demand large chest type freezers." He prefers the rural large freezer business over the more competitive city discount type of selling because, "farm people know what they want in a freezer and most

sales are for cash. We like cash sales and satisfied customers."

Mr. Fritz reports 10% of his profit comes from Revco sales. He expects an increase of 25% to 50% in his Revco business in 1957.

"I like to sell Revco Freezers. Revco is a prestige line. I like to sell a product that is superior—better than others my competitors have to offer," Mr. Fritz stated.

SELL THE **Revco** LINE



SETTING TRENDS IN REFRIGERATION SINCE 1938

SEE REVCO AT THE MERCHANDISE MART
DURING THE JUNE MARKET • SPACE 1137

DEALER PROFIT PROGRAM.

REVCO, Inc.
Dept. EM-67, Deerfield, Michigan

I'm interested in your Freezer Dealer Profit Protection Program

Company name _____

By: _____

Address _____

City _____ Zone _____ State _____

The Newest, Hottest,
Most Complete Line
of Oil and Gas Heaters
in the Industry

it's **Quaker**

Look at Quaker's fast-sell complete line of Oil and Gas vented and unvented Heaters! You'll know why Quaker offers you greater sales appeal—quicker turnover—**BIGGER PROFITS!**

Quaker NEW FLUSH-TO-WALL "Space Saver" OIL HEATER

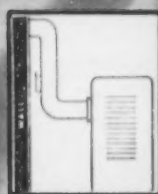
Delivers Right Down-to-Floor-Level
Heat...A Potent Sales Feature!

Nothing like it today anywhere! Quaker's Imperial "SPACE SAVER" obsoletes all existing heaters in any home. Quaker's flush-to-wall "Safe-T-Cool" cabinet design saves 50% on floor space. Advanced louvered arrangement increases natural circulation *three times* more than that of ordinary heaters—delivers constant floor level warmth.

Priced for volume sales! Quaker's localized hard-hitting promotions move "SPACE SAVERS" off your floor and into customers' homes quickly!



Model 6410T. Maximum capacity: 65,000 BTU per hour.
Height: 42" Width: 36" Depth: 20"



Do Your
Customers'
Oil Heaters
Look Like
This?



See What a
Difference
A Quaker
"Space Saver"
Makes!

Quaker

MANUFACTURING COMPANY
HEATER DIVISION OF FLORENCE STOVE CO.

1147A Merchandise Mart, Chicago 54, Illinois

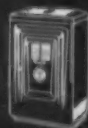
Quaker HAS THE MOST COMPLETE OIL HEATER LINE IN THE INDUSTRY



Model 4308
35,000 BTU



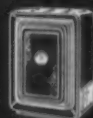
Model 4008
42,500 BTU



Model 4010
50,000 BTU



Model 5110
55,000 BTU



Model 5113
65,000 BTU



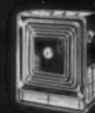
Model 6108
45,000 BTU



Model 6110
60,000 BTU



Model 4410T
60,500 BTU



Model 6410T
65,000 BTU

for **VOLUME SALES AND BIGGER PROFITS in '57!**

Quaker

Does it again —

A NEW WALL GAS HEATER AT A NEW LOW PRICE!

Quaker obsoletes all free-standing gas heaters with a completely NEW 28" "Cool Cabinet" Wall Gas Heater! Now you can offer customers TWO vented and TWO unvented Wall Gas Heaters that are years ahead in design features — at an unbelievable low price! Quaker's FOUR Wall Gas Heaters — backed by proven promotions — sell on sight!

NO OTHER WALL GAS HEATERS HAVE THESE EXCLUSIVE FEATURES:

- Hangs Like a Picture
- Extra Cool Super-Safe Cabinet
- Super Efficient "Deep Port" Burner
- Porcelain Heating Chamber
- Super Circulation

only 28"



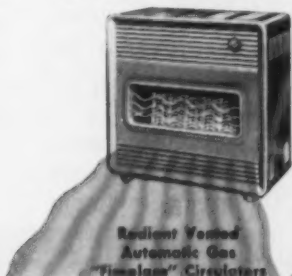
Model SWC-250 Unvented Wall Gas Heater. Capacity: 25,000 BTU Input. Height: 28". Also available Model WC-250. Capacity: 25,000 BTU Input. Height: 48".

They Hang on the Wall Like a Picture



Model WCVA-408 Vented Wall Gas Heater. Capacity: 40,000 BTU Input. Height: 60". Also available Model WCVA-258. Capacity: 25,000 BTU Input. Height: 60".

More Profit-Building Quick-Sell Quaker Gas Heaters



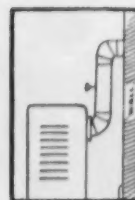
The "RVM" Series of vented "Fireplace" Circulators — today's most efficient radiant gas heater for maximum heating efficiency. Exclusive Quaker 2-Way, 20-Year Guarantee. Model RVM-300 — 50,000 BTU Input. Also available in 35,000, 65,000, 80,000 BTU Input.



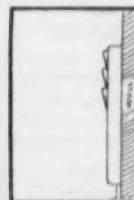
The "BVS" Series of vented Super-Circulators — the only non-radiant gas heater that permits you to see the flame... a Quaker exclusive. Outstanding for efficiency, features, value and styling. Model BVS-450 — 65,000 BTU Input. Also 35,000, 50,000, 80,000 BTU Input.



The "CWR" Series features Quaker's exclusive "Air Stream" design. Assures "cool-to-the-touch" cabinet at all times. Unique engineered construction distributes heat evenly, efficiently. Model CWR-300 — 30,000 BTU Input. Also 12,000, 20,000, 40,000 BTU Input.



Waste floor space



Hangs on the wall

QUAKER HAS MORE TO OFFER DEALERS!

1. The most complete oil and gas heater line in America.
2. Competitive, profitable price structure.
3. Hard-hitting local promotions keyed to your store.

**FIND OUT QUICK
SEND COUPON NOW!**

Quaker Manufacturing Company
Heating Division of Florence Stove Company
1147A Merchandise Mart
Chicago 54, Illinois

Send me the BIG PROFIT story on Quaker heaters. I am interested in oil ☐ and/or gas ☐ heaters.

Company _____

Your name _____

Address _____

City _____ Zone _____ State _____

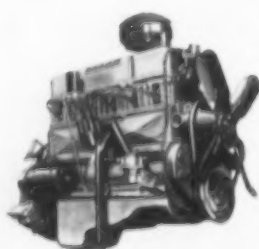


POWERFUL REASONS WHY A CHEVROLET STAYS ON THE JOB...SAVES ON THE JOB!

FAMOUS CHEVY 6

(America's most popular truck engine)

- Fuel-saving 8 to 1 compression ratio
- Low-maintenance valve-in-head design
- Two fuel filters for dependability
- Durable alloy steel exhaust valves
- High power-output ignition



- Economical by-pass cooling

Chevrolet trucks offer the world's most popular truck engines—big 6's, designed soundly yet simply to provide plenty of power at lowest cost and the ability to keep going in rugged service. Like all Chevrolet truck components, these engines put the accent on economy and dependability!

Chevy's the dollar saver *de luxe* of the American road, and many of the reasons why can be found beneath the Chevrolet truck hood. That's where you'll often find one of the great 6-cylinder powerplants that have pulled more payload more miles than any other engines in the history of hauling. They're honest-to-goodness *truck* engines, specially built to *stay* and *save* on the roughest and toughest of hauling jobs. Or, if you prefer a V8, the ones that hum beneath the Chevy hood are at the head of their class for fleet-going short-stroke V8 efficiency.

You'll find that a Chevrolet truck gives you *so much* to save with! Your Chevrolet dealer is waiting to fill you in on all the facts. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Biggest sellers . . . because they're biggest savers!

CHEVROLET

CHEVROLET TASK-FORCE 57 TRUCKS

JULIA MEADE, STAR OF YOUR ALL-STAR GAS SALES TEAM

**sells modern gas ranges for you to 65,000,000
TV viewers every week on CBS "Playhouse 90"**



JULIA MEADE hostess for the Gas Industry's
top ranking CBS 90-minute TV Series "Playhouse 90"
on 129 stations coast-to-coast.

**COAST-TO-COAST TELEVISION
ADDS ITS MIGHTY SELLING
POWER TO THESE
BIG SALES MAKERS:**

• **3 Big Magazine Advertising Campaigns**

American Gas Association, Gas
Equipment Manufacturers and LP-Gas
Association magazine ads blanket
every home in your area.

• **"Mrs. America" Sells For You**

Local and national promotions all
year 'round.

• **Old Stove Round-Ups**

Build your sales and profits fast.

• **New Freedom Gas Kitchen Sales Makers**

Sell every piece of kitchen equipment
you handle.

PLUS

Home Service Helps • Displays • Direct
Mail • Publicity • Ad Mats • Sales Demos •
Builders Plans • Modernization Sales Plans •
TV and Radio Spots • and everything you
need to sell more high-profit, top-of-the-line
gas ranges.

and TOP PROFITS... Dealers vote
gas ranges their top profit appliance
2.8 to 1. Ask your gas utility, distributor
and manufacturer how you can make
more money selling gas ranges.

Domestic Gas Range Division

**GAS APPLIANCE
MANUFACTURERS
ASSOCIATION, INC.**

60 East 42nd Street, New York 17, N.Y.

★
**New
Models!**

★ **New
Sales
Features!**

★ **New
Eye
Appeal!**

★ **New
Buy
Appeal!**

★
**Automatic
all the way!**

42% of the people in homes with dishwashers read the Digest

*Digest readers form a
larger market, and have
more disposable income, than
the readers of any other magazine*



ASK A HOUSEWIFE to name her pet hate, and she'll probably say: "washing dishes." No wonder, when this nasty chore comes up so relentlessly—three times every day—to the tune of 40 thousand dirty dishes in the average household each year.

Today, automatic dishwashers have freed 3½ million Americans from dishwashing drudgery—and 42% of those people are readers of Reader's Digest.

Even so, 97% of the American market is *not yet* enjoying the boon of automatic dishwashing!

In the Digest, the opportunity to sell dishwashers and other high-ticket items is enormous, because the Digest's audience includes a third of all the people in U. S. families of middle and upper income—the families with more "disposable income," with *extra* buying power.

Because the Digest has so many readers in the higher

income groups, its audience accounts for more than a third of the nation's buying power for many appliances, and for most other products and services as well.

For advertisers, this "thriving third" of the U. S. market represents the greatest concentration of buying power ever centered in the audience of a magazine.

99 million opportunities to sell women

The Digest's circulation in the U. S. is 11 million copies a month—double that of any other magazine. More than 32 million Americans read every issue.

However, a magazine's strength is not limited to sheer numbers of readers alone; it gains extra power from the *thoroughness* with which it is read.

A recent market study—one of the most extensive



The Digest's 17 million women readers offer a prime market for dishwashers—and so do their husbands!

ever made—shows that the average reader picks up and reads his copy of the Digest on 5.3 different days. This gives the Digest 168 million "exposure days."

Among women, the Digest's audience is substantially larger than that of any other magazine—including those edited expressly for women. Women alone read an average issue of the Digest 99,630,000 times.

That gives you, as an advertiser, nearly 100 million opportunities to have your message seen and read by women in the Digest. In this respect, the Digest leads the next magazine measured by more than *two-to-one*.

Send for "Study of Seven Publications"

These figures are from a nationwide study conducted by Alfred Politz Research, Inc., and approved by the Advertising Research Foundation.

The study covers seven publications: Reader's Digest, Life, Saturday Evening Post, Look, Good Housekeeping, McCall's and This Week. It provides latest comparative data on readers by sex, income, age, family status, educational levels, household possessions and purchases.

Write for a copy of "A Study of Seven Publications," Reader's Digest, 230 Park Ave., New York 17, N. Y.

People have faith in

Reader's Digest

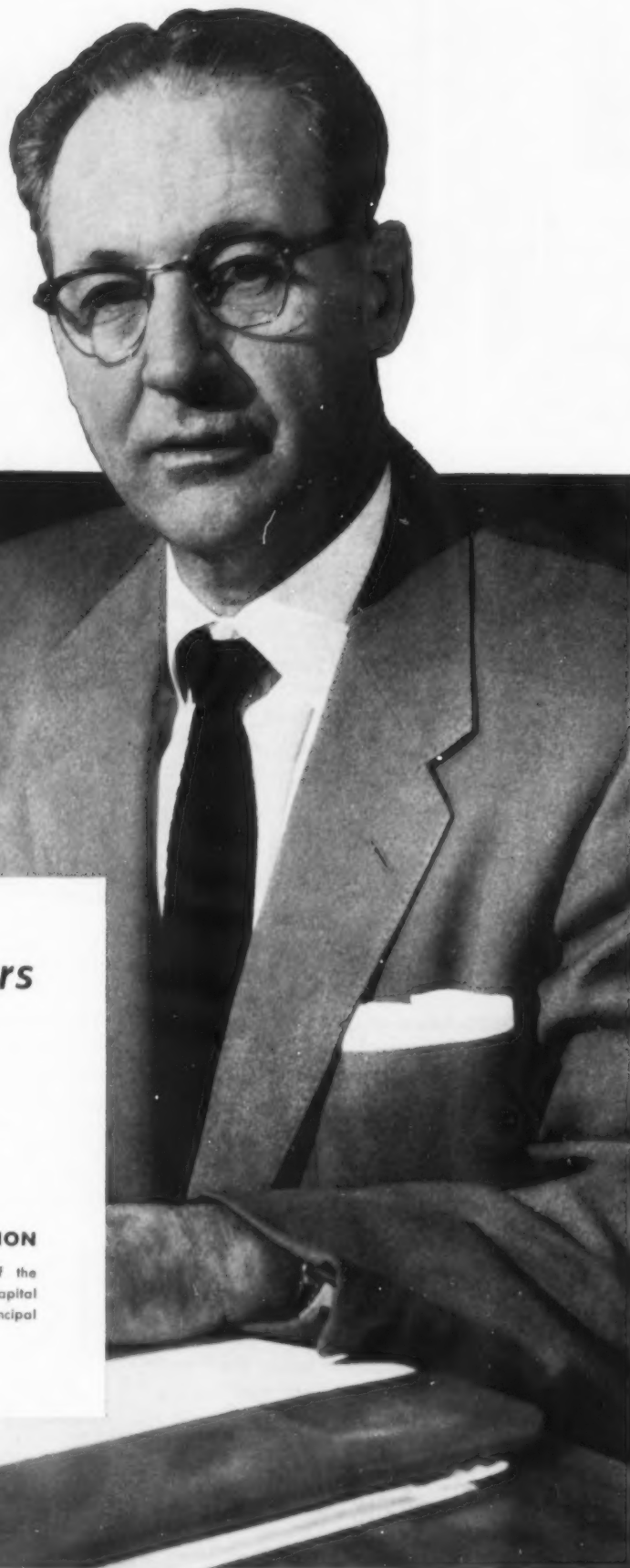
Largest magazine circulation in the U. S.

11 million copies bought monthly

"...a tremendous help"

says **FRED C. SPARKS**, president of Independent Distributors, Inc., Admiral Distributor, Grand Rapids

"COMMERCIAL CREDIT has been a tremendous help during the last several years. Many of our most successful dealers would not be in business today without them. The popularity of their floor plan with retailers has increased our business 30% to 40%. Their methods cut red tape, minimize work and cost for us and the retailer. Their fine collection service is commented on by our retailers as are the insurance coverages which are valuable to both dealer and buyer."



Commercial Credit dealers are successful dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?

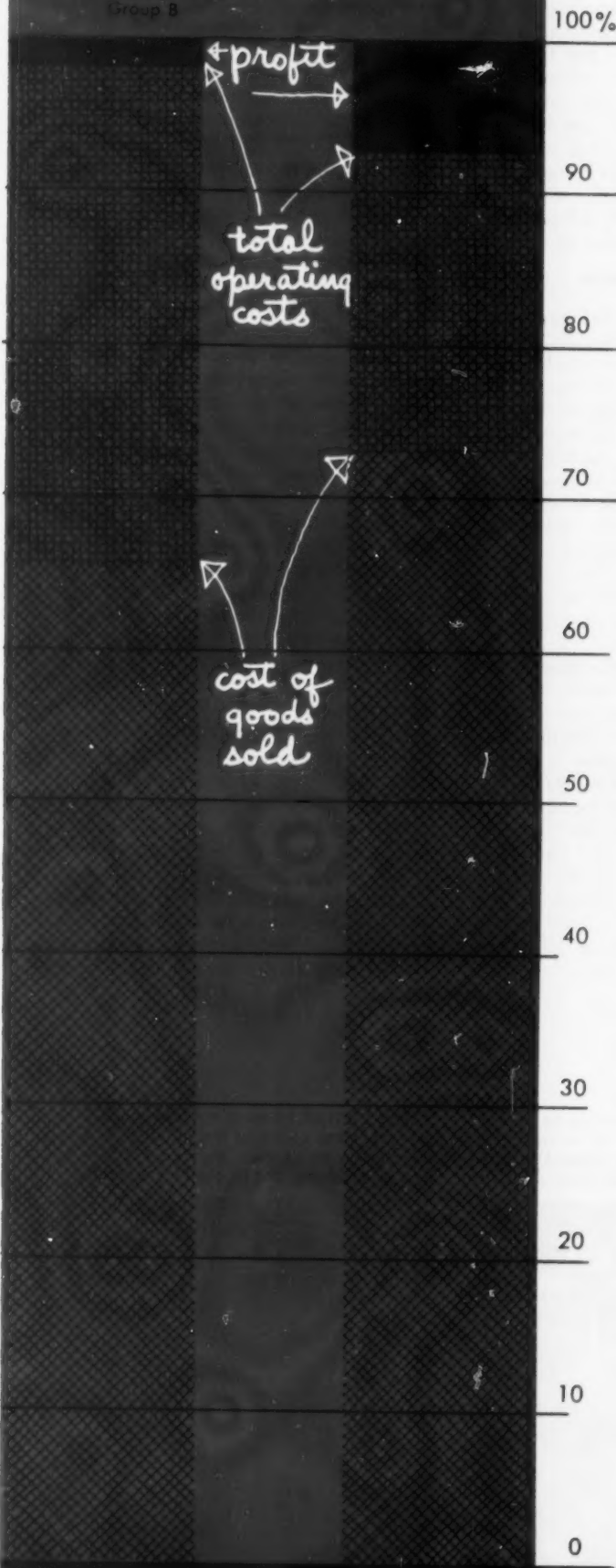


COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

NARDA
Group 8

LEYMAN



HOW TO MAKE MONEY IN A SMALL TOWN

**Bill Houghton and his
Leyman Electric of Huntington, Ind.,
are proof that it can be done.**

**His formula,
modified big-city merchandising
combined with good service
and tight management, returned
him better than seven percent net
on \$203,158 worth of sales.**

By KEN WARNER

MORE ▶

Complete cost breakdown on following pages.

HOW TO MAKE MONEY IN A SMALL TOWN

CONTINUED

BILL Houghton of Leyman Electric Co., Huntington, Ind., likes low margins. He ballyhoos his low, low prices and sky-high trades into profitable traffic, and sells at a pace that keeps his streamlined staff hopping. He operates on a 27.5 percent gross margin, and trims costs to just about 20 percent, which left him a little over seven percent net profit on \$203,158 in sales in 1956.

Low margins are the key to sales, Houghton feels, only when they're properly exploited through advertising. Houghton made his store "appliance headquarters" for Huntington County mainly through advertising. He ran 15,000 inches in the Huntington *Herald-Press* last year, which makes him the town's biggest independent advertiser.

The low price appeal in the regular every-week ads is enough to bring in most of Houghton's half-rural, half-town customers. To bring in the rest, Houghton piles event advertising on top of event advertising, using such promotions as the used car giveaway, "Wild Range Rodeos," Dollar Day tie-ins and 88¢ Days. He gets lots of housewife traffic from his 88¢ items (left over from promotions) and from the low, low prices on small traffic appliances that he picks up whenever there's a good buy offered.

Low prices, plenty of excitement, good service and tight management are the tools that Houghton uses to pry higher-than-normal profits out of his business in a small town. To see how he does it, it's necessary to go back to where he started, which is not so very long ago.

Bill Houghton bought and took over Leyman Electric Co. on January 1, 1956. It's a "three legged" business, and has a prosperous electrical wiring department and a good plumbing department in addition to the appliance department. The main management emphasis for the first year was the appliance department as it was the weakest of the three.

Houghton brought a lot of appliance know-how to his new business. He had traveled the area around Huntington for several years as a salesman for Westinghouse, and had managed their Fort Wayne factory branch. He had helped run a number of promotions in the area, and had spent a lot of time selling on dealer floors. From the wholesale side he had a full grasp of both the products and the management techniques needed.

Everybody Gets a Raise

The first thing Houghton did on taking over was to give a general pay raise to all employees; the second thing was to clear out inventory drastically with a sale that broke on January 3rd. The raise, which he felt was deserved, got him hard work and cooperation from his new employees from the beginning; the sale served three purposes: it announced the new management, started to establish the low-price reputation that Houghton wanted and boosted working capital. He got a flow of customers right from the start that hasn't slowed down yet, thanks to his continuing heavy promotion, and is way out of the financial woods.

Looking over that first year's business reveals that Houghton knew what he was doing. He started working at Leyman two months before he took over. He took inventory, worked the floor, went over the books, met his customers and suppliers, got to know the people who'd work for him, and, most of all, he planned. He has the cost sheets he worked up then, and the sales schedules he set up monthly for the year of 1956. They're all too conservative, but Houghton didn't want to set himself up for a big letdown. His advertising schedules were roughed out ahead of time, too.

The problem wasn't merchandising. Houghton was pretty sure that he could move appliances faster than the business had been moving them. What he wanted was to make money on the units he did move at his planned lower margins, and to do this he had to know where he stood in relation to costs. The first people he hired were office people. He has an office manager and two girls keeping track of things for the whole business, and three department managers who keep close tabs on their sections.

Departments Are Separate

Each of the three departments—electrical, plumbing and appliance—is separately staffed and operated. Costs and inventories are accounted for by department and the three sets of figures never get together until the end of the year. In fact, when the electrical department or the plumbing department does work for the appliance department, the job is billed just as to an outside customer.

Despite this "separation," the three units work together all the time, and calculating the value in appliance sales of the breadth of other services that Leyman Electric Co. offers Huntington customers is impossible. Houghton credits the non-appliance departments for having built a good reputation for service in his market area. In fact, when he was asked if he'd buy the appliance department alone, he refused the deal. For Houghton, there is the value of continuity in having three departments: chances are they won't all hit slack times together.

Each department head is boss in his own department, and runs it himself. To insure real, creative interest in each department, Houghton set up bonuses for the department heads tied directly to profits: each manager gets 10 percent of his department's net profit at the end of the year.

Plugs Every Leak

Figures for managing the business are presented to Houghton in entirely different form from the NARDA Cost-of-Doing-Business Survey. Everything is treated as a sale, and

PLANNING is one of the most essential ingredients in Bill Houghton's success. He doesn't let himself get involved in details, develops ideas and sees to it that staff carries them out.



GOOD INFORMATION makes it possible for Houghton to control operation. Card file in center of floor gives instant facts on all merchandise, is kept up-to-date on a daily basis by part-time help.



SIMPLE SYSTEMS let Houghton handle check-writing, credit and collection himself without putting great strain on his time. Buying details are handled by assistants, but he checks inventories.



is shown in relation to inventory and to scheduled goals. Every hour of every hourly man's time is billed to somebody and Leyman Electric Co. makes a profit on every hour. There are store improvement and repair projects on tap all the time to take up any slack, and time for these is also billed. Part of the department manager's job is to see that these hours are accounted for and billed properly.

Houghton pre-schedules every cost item, including parts inventories for all departments. Every month he checks all the costs against the sales records and department performance, and makes sure to jack up departments that are getting heavy on cut cost, and to comment when costs are held down. When billing gets a little low, he notes it; when it's high, he finds out why. Special attention is paid to all inventories, since Houghton believes that this is where many small-business mistakes are made. He's not interested in how much inventory there is in dollars; what he wants is a 60-day average turnover. A six-time annual stock turn is his goal, but he makes it in 60-day sections, double-checked every 30 days.

Bosses First at Work

Every morning sees one example of how tight Houghton holds down costs. His supervisors get down to the job a full half hour before the hourly employees do, and when starting time comes, everybody starts. Houghton figures this one this way: 14 or 15 men (which includes all departments) who wasted half an hour a day at \$2 an hour would cost him \$5,000 in a year, and it would take another \$100,000 in sales to cover the loss.

After getting his office staff together, setting up Kardex inventory controls and costing and billing procedures that let every department know where it stood each morning, Houghton next hired Glen Watson to head his appliance department. Watson is another old Westinghouse hand but with heavy service experience. He ran the branch service operation in metropolitan Indianapolis for several years. For the special needs of the

MORE▶

HEAVY ADVERTISING uses low-price appeal to attract prospects to off-Main St. location, gets terrific impact in his small market. Advertising costs 86 cents a column inch—much of which is co-oped.

How Leyman's operating statement compares with the average

	Leyman	NARDA Group B*
1. Net sales	100.00 %	100.00 %
2. Cost of goods sold	72.44	65.6
3. Gross margin	27.56 %	34.4 %
4. Total operating costs	20.27 %	32.7 %
A. Administrative	14.57	23.7
(1) Owners and/or managers salaries	4.98	3.3
(2) Office salaries	1.41	2.4
(3) Salesman's pay	.25	6.1
(4) Servicemen's wages and expense	3.68	6.1
(5) Vehicle expense	2.85	4.0
(6) Other administrative expenses	1.40	1.8
B. Occupancy expense	1.65	3.2
C. Advertising expense	2.36	1.9
D. Bad debt losses	.50	.3
E. All other expenses	1.19	3.6
5. Net Operating profit	7.29 %	1.7 %

— prepared without audit by David M. Culp, Certified Public Accountant, Huntington, Ind.

*Taken from NARDA Cost of Doing Business Survey For 1955.

In looking over these costs, the two large differences from the average readers will note are salesmen's and servicemen's wages and expenses. These are explained by the fact that the appliance manager and Houghton are the only salesmen, and only one-third of Houghton's salary is paid by the appliance department. (Though even in the first year, Houghton took a salary big enough to almost match the money he earned as a top wholesale salesman.) The salesmen expense shown reflects about \$500 paid in spiffs to servicemen who develop sales on their own.

The appliance manager, Glen Watson, is a long-time big-city service manager, and though he doesn't do any servicing or

make any calls himself, he keeps a tight rein on the people who do. On straight service work, his department makes a profit. The expense shown here is the difference between these profits and the costs of delivering and installing new appliances and of the warranty work. Strict accounting for warranty parts holds this last item down.

The low vehicle expense is typical for Huntington, according to Houghton. Insurance rates are comparatively low, and maintenance is cheaper, too. The expense shown includes a fund in reserve for replacement. Initial purchase price of the Leyman fleet, which came with the company, was quite low. Houghton plans to buy one or two trucks a year for the whole company, which will give him a five to seven-year turnover.

The higher-than-average bad debt expenses are a peculiarity of the Huntington market area. The only people who don't get immediate "open account" treatment are the known deadbeats, and often, small bills go unpaid not because the customers can't or won't pay but because they genuinely forget. In the meantime, Indiana's tax laws sometimes make it advisable to write off these small tickets rather than pursue them too far.

Occupancy is low, even for a small town, but Houghton points out that this is for just one-third of a 6,000 sq. ft. space well outside the main business district. Low office expenses for Leyman Electric are accounted for by the use of part-timers who handle parts of each office procedure. For example, one lady comes in in the evening and does the costing and maintains the perpetual inventory, and no one else touches this work.

The whole table of expenses reflects Houghton's complete disinterest in anything beyond advertising, selling, installing and servicing appliances, and getting the facts to do these jobs at a profit. All other items of expense are cut to the bone, and even these essentials get careful scrutiny.

BARGAIN PRICES on traffic items purchased from distress stocks keep steady flow of customers. Although Houghton sells most of them at half regular price he still makes a profit on them.



HOW TO MAKE MONEY IN A SMALL TOWN

CONTINUED

business, Houghton felt that he was better off teaching merchandising to a man who knew the product and knew and practiced economical operation than he would be trying to make a service manager out of a hot salesman.

Houghton has been proven right in this decision. Watson knows his way around.

Though he doesn't touch any service himself, he gets at least an hour's billing out of every hour his men spend on the job, he gets back every warranty part, keeps his parts inventory up to date by returning slow-movers, exchanges every item sent by mistake, checks time and methods on the service men, plugs every loophole he found in his years as service manager of a big operation. And he started selling like a veteran once he made a few sales and found out it could be done.

Watson runs a department that includes himself, two servicemen and two delivery-installation men. In non-union Huntington, and with the experience of the electrical and plumbing departments so close at hand, the installers can do the whole job. In fact, Houghton has instituted a program whereby every hourly man gets some experience in

other departments. This comes in handy when, for example, a serviceman must go to a factory school.

Houghton got Leyman Electric Co. off to a running start with advertising, and never let it slow down. In his small market, the double-page spreads and the four-page inserts he runs regularly obtain terrific impact—literally everybody knows about it when he has a promotion going. In Huntington county, according to Houghton, there are about 30,000 people and about 8,000 wired homes. At comparatively small cost, Houghton can "hit 'em all."

Newspaper space costs Houghton just 86 cents a column inch, and, of course, he runs very few ads entirely on his own money, though he does admit to doing so once in a while. For the most part, he gets a 50-50

(Continued on page 68)

The emphasis is on selling up



ATTRACTED by low-price washer, customer gets curious about something better while Houghton encourages interest.



MENTION of a space problem starts Houghton selling a combination washer-dryer, gets his prospect wielding a pencil.



FINANCING is quickly and easily arranged through a Huntington bank. Since buyer is buying a new house Houghton knows it is needed before he is asked.



DELIVERY next day starts with Houghton telling his delivery-installation crew where the buyer lives. Houghton turns stock six times a year.



TEST RUN is made by men who deliver unit. Wiring and plumbing departments can make any kind of installation.



A mock trial-style show and free light bulbs help Gulf States Utilities sell . . .

1,747 Dryers in Two Months

SPECTACULAR may be an overused word, but it certainly applies to the results achieved in a recent electric dryer campaign put on by Gulf States Utilities of Beaumont, Texas.

The company, whose service area includes much of the Louisiana and Texas Gulf Coast, set a quota of 1,000 dryers for dealers to sell during January and February. Dealers responded and moved 1,747 for a gross of \$410,585.

"You can talk all you want about only using cash bonuses to dealer salesmen to supplement an advertising campaign," says Vic Gayle, sales promotion manager for Gulf States. "But unless you add to this by stirring consumer interest in the appliance you'll never achieve the spectacular during any campaign."

Consumer Must Be Shown

Getting dealers interested is one thing, he adds, but the consumer has to be told and shown a dryer's attributes. The most logical way, of course, is through demonstrations.

"You won't get people into dealers' stores just by inviting them. We felt it worthwhile to offer free gifts (4 coloramaic light bulbs) after viewing a demonstration. These

people filled out cards supplied to dealers by Gulf States and turned them in at the local utility office for bulbs. This procedure served another purpose: It gave us, as well as dealers, names and addresses for followup calls.

Perhaps another advantage of the free gifts as against wiring or trade-in allowance by utilities is the fact that through gifts we were able to show off dryers to more people. Extra allowances usually bring in people already sold on dryers but just waiting for price breaks. We wanted to get to the people who were not pre-sold," says Gayle.

6,564 Free Gift Packages

As a result of the free gift offer, 6,564 persons received the four-bulb packages for viewing demonstrations. The bulbs had a retail value of \$1.28, but cost Gulf States 76 cents per package or a total of \$4,989. Bonus payments to dealers added another \$13,070 to the promotion budget.

However, Gayle points out that dryers sold during the campaign will produce an estimated annual revenue of \$26,205 and assuming only 10 percent of the total bulbs given away are put in service, an

additional \$4,620 yearly income will be realized. A healthy increase in washer sales was noted and attributed to the dryer promotion. Gayle estimates the gain between 15 and 20 percent.

In several cities, dealers banded together to put on unique demonstrations. In Port Arthur, for instance, a two-night program was arranged at the local office auditorium and attracted over 400 women. A Port Arthur businesswomen's sorority sponsored the affair which was billed primarily as a teen-age style show. Gulf States arranged for the show to be put on by a local department store.

Sorority Made Money

The sorority passed out tickets. For each ticket turned in at the door, it received 25 cents. One advantage of letting the group handle tickets, says Gayle, is that it assured attendance by women who are the most likely prospects. Another point, he reminds, is that it de-emphasized the commercial element but nonetheless assured a sizeable attendance to see the dryer pitch, as well as the fashion show.

In order to create maximum spectator interest in the dryer

pitch, employees of Gulf States' Port Arthur office put on a novel skit—a mock trial of "Rusty Clothesline." The chief witnesses against him were "Mrs. Weather" and "Mrs. Sun" who pointed out the advantages of electric drying on the witness stand. The skit was presented at "half-time" in the style show and the entire affair was over in an hour.

Bonus Plan for Dealers

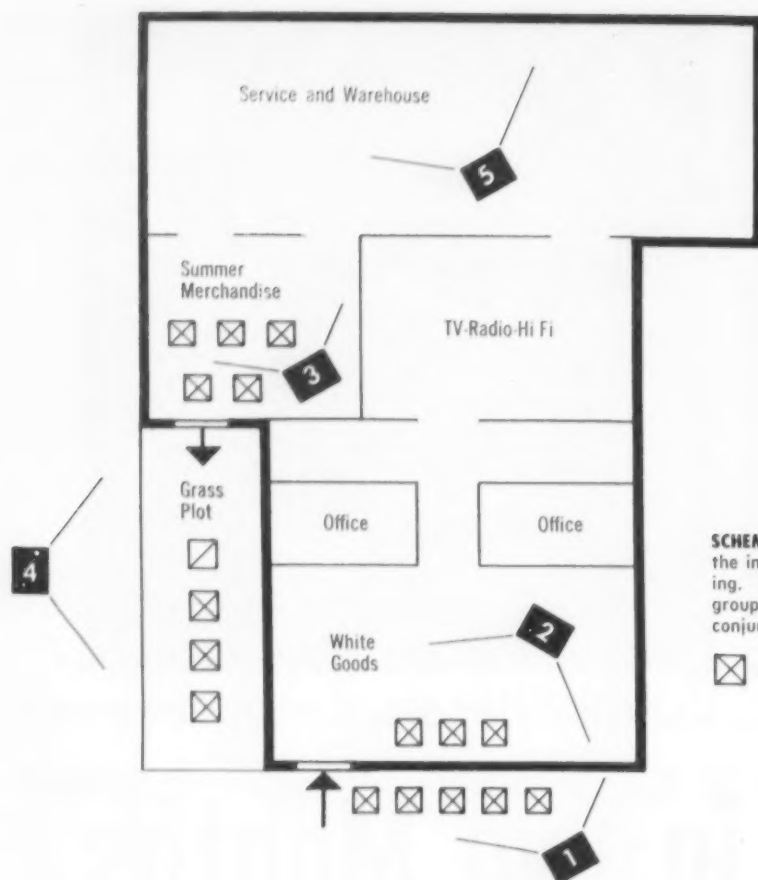
As for the bonus payment to dealers, Gayle believed that a sizable amount had to be paid to encourage dealers to push dryers aggressively.

The utility adopted a bonus payment schedule that required dealers to sell at least three units before receiving any bonus. With the third sale, dealers got \$30—or \$10 per unit. After that, each sale paid a \$10 bonus.

"You might say \$10 is a lot of money to give away as a spiff. However, there are two things to remember: First, there will be a sizable number of washers sold along with dryers as already pointed out. Second, wiring or extra trade-in allowances are not nearly as effective from the salesman's point of

(Continued on page 73)

\$12,500



SCHEMATIC OF Blandin's floor plan points up the importance of power mowers in his thinking. During selling season, displays are grouped both in and outside store, often in conjunction with white goods.

☒ = 1 Power Mower

How Blondin's Selling Fits a Plan



1 First of four mower displays outside front of store catches eyes of both passing motorists and pedestrians.

2 Second display just inside the front door is comprised of high-end models, fan interest, help to pass prospects along to mower sales room.



3 Third display in a rear room of the store is the selling display. Here's where features and performance are discussed and sales are made.

in Power Mowers

Blondin's of Worcester, Mass., sells 100 power mowers a season the same way it sells washers—with good products, carefully planned displays, demonstrations, customer service, and trade-ins

FROM early May through Labor Day, it's impossible to approach Blondin's, a \$550,000 television and appliance dealership in a suburban section of Worcester, Mass., without coming face to spark plug with platoons of power mowers.

In selling some 100 mowers per season for about \$12,500, the 28-year-old firm leans heavily on display. Each of the four groupings used serves an individual, yet related, purpose. On the sidewalk in front of the store are five or six of the major price steps in Blondin's two lines, Sunbeam and Moto-Mower. This is the traffic-stopper designed to snare the attention of people driving by.

The second mower display is spotted just inside the front door in the main showroom, which is major appliance and electric housewares country. The three or four high-end models here are aimed at woolgatherers on whom the sidewalk display failed to register. They

also fan the interest created by the outside lineup in the less myopic prospect, and "pass him along" toward the power mower sales area in a separate room at the rear of the store.

This is the site of the third, and key, grouping—the selling display. Here's where features, performance and price are talked and sales are made. Taste and imagination have obviously been invested in this display. There's no bare Indian file of cold machines. Instead, colorful mowers are shown as dominant elements in small, attractive arrangements of related merchandise—grilles and braziers, outdoor furniture, cooking utensils and picnic sets. These sub-groupings put in double-time, moving mowers and selling companion items on impulse.

Demonstrations Outside

The last link in Blondin's powerful power mower display chain is a working group of three or four

machines on a fenced grass plot beside the store, which can only be reached through the mower sales room. Gassed-up or plugged-in, these are poised for action as demonstrators. Prospects get the feel of different machines by pushing them briefly over the grass. Salesmen can demonstrate starting, as well as cutting performance. Machines bought inside are taken out to the grass plot, where their new owners are given complete operational demos.

It's often inconvenient for a customer to take a demonstration at the store. In a case like this, the mower's uncased, assembled, loaded into a Blondin's pickup and delivered by one of the firm's servicemen. While the customer kibitzes, oil reservoir and gas tank are filled, wheels are adjusted for correct cutting height, and a starting, mowing and safety demonstration is staged. The technician stays until he's certain that customer has conquered machine.

With mowers which the store sells at or near list goes free labor for the entire first season, even though this may extend beyond the 90 days of the manufacturer's warranty. Example: a machine bought in May is serviced with free labor through its last trip over the lawn that year, though this may not be until October.

Service is Important

Why does Blondin's put its power mower purchasers on a pedestal? "Because," says George Blondin, who owns the business, "they're the same ones who buy majors from us, and I'm darned if I'll jeopardize my whole appliance operation by selling them short on mowers."

To George, the ability to provide service, a tie-in with a parts source whose stock is complete and delivery fast, and a local source of expert blade sharpening are the hole cards in power mower merchandising. Servicewise, he's fortu-

(Continued on page 76)



4 Demonstration plot outside store can only be reached through sales display room. Here prospects try out mowers and buyers are given a thoroughgoing demonstration.



5 Service provisions include an ace technician, a reliable parts source and an outside firm which specializes in and provides expert blade sharpening for Blondin customers.



Selling up from leaders—both in ads and in the store—helped Shawmut TV of Boston fight discount competition and learn . . .

One Way to Get Big in Air

The rest of it consists of smart outside selling, fast installation, a sales-making service policy, and tight management control—none of which came easy, but without which Shawmut couldn't do its \$930,000 volume

WHEN Ben Jacobs reached New York from Germany seven years ago, he spoke no English. Of all the souvenirs he brought from his homeland, there was one he would have preferred to leave behind—the number 141129 tattooed on his left forearm. This had been his registration number at Auschwitz, infamous Nazi concentration camp of seven gas chambers and seven crematoriums.

Today, Ben Jacobs is in his sixth year as president and general manager of Shawmut TV & Appliance Center, Inc., Motor Mart Bldg., Park Square, in Boston. For several years one of the city's biggest volume television and white goods independents (operating from a 2,000-square-foot sales floor), Shawmut's beginning to do big things in air conditioning now.

In the fiscal year just ended, the firm did a total volume of \$930,000. This year it's reaching for a million. Room air conditioners figure prominently in both amounts.

In 1956-57, Shawmut's two inside and five outside salesmen moved 160 room coolers at an average unit price of \$295, for a dollar volume in excess of \$45,000. The store's 1957-58 room air conditioner operation is off and running, and Jacobs believes it will wind up with about 250 units sold at an average of \$275, for a total of some \$70,000.

He readily admits that Shawmut was a small factor in the Boston area's room air conditioner picture, like most other local independents, until last year. Plenty of units were being moved, but the city's three major department stores were snar-

ing most of the sales by stocking private-label leaders and promoting them at come-hither prices. Jacobs realized that to build his air conditioner volume, he'd have to "import" an off-brand price line and advertise it to a fare-ye-well.

Leader Units Necessary

Last year, he found a two-unit leader line which he could promote at department store prices—\$169.95 for a $\frac{1}{2}$ -ton unit; \$199.95 for a one-ton model. The object, of course, was for Shawmut's inside and outside staff to sell up and away from them. To make the salesmen's job easier by conditioning prospects to the advantages of buying upward, even before they set foot in the store, Jacobs devised a newspaper ad format which, in itself, sells up.

So successful was this format last year, that the store has made it the basis of its extensive newspaper program. In it, the bottom sixth of a $5\frac{1}{2} \times 8$ " ad is devoted to Shawmut's signature slug. Immediately above this is another narrow one-sixth strip featuring the leader line's low-end model. In this strip, the only two really pertinent facts regarding any room air conditioner leader—price and size—are spotlighted in heavy type. The unit is described in two or three words of punch copy, and is identified as not a member of the line to which the deluxe, brand-name model pictured and described in the upper two-thirds of the ad belongs.

This deluxe model is the unit Jacobs wants the ad to sell (just as it's the one that Shawmut's salesmen want to sell to walk-ins

SHAWMUT TV & APPLIANCE CENTER—MOTOR MART BLDG. PARK SQUARE

RCA Whirlpool FOR 1956

ELIMINATES SPECIAL WIRING, JUST PLUG IT IN,
INTO YOUR PRESENT OUTLET

PRE-SEASON Air-Conditioner SALE

FOR HOME TRIAL CALL HU 2-2250

Operates on 115-volt current
Built-in Electric Heater
Thermostatically Controlled
Designed for Quick Installation
All Push-Button Controlled

... NOW'S THE TIME TO THINK OF THE HOT, SWELTERING SUMMER AHEAD!

Remember the hot, sticky weather of last July and August? And remember the shortage of air conditioners... and the difficulty in getting them installed? DON'T WAIT! Now's the 'Pre-Season' Sale price... you can't go wrong! **FREE SURVEY!** Call HU 2-2250. No cost! No obligation! He'll advise you honestly as to the unit best suited for your needs. Call today!

Hurry!
ONLY 16 LEFT $\frac{3}{4}$ \$169⁹⁵

Reg. price \$339.95 — NOW — Hot RCA Whirlpool—1 Ton \$199.95

SHAWMUT TV APPLIANCES

PAYMENTS AS LOW AS \$2 A WEEK
DIAL HU 2-2250
Get Complete Information

MOTOR MART BLDG. PARK SQ. BOSTON—FREE PARKING

Conditioning

and in the course of home calls).

Eyes scanning the leader strip find nothing of interest beyond size and price, and automatically move upward to the top two-thirds of the ad. Here, a large electro of the prestige model is shown, and eight or 10 of its features are listed (just as the store's salesmen use design and features to move prospects up from the price of the leader, which caught their interest in the beginning, to a unit with a higher profit and lower potential service incidence).

This ad format has another important function. The distributor of the prestige line has a co-op fund; the distributor of the leader line does not. Each line must have copy specific to it, but the ad as a whole needs a certain amount of general "don't-wait-'til-July-to-buy" copy. This non-specific copy is fitted into the upper two-thirds, where it's covered by co-op money.

This year, down-trending prices forced Jacobs to seek an even

cheaper leader line. He found it in a closeout lot of 1956 models, which he can sell at \$149.95 for a $\frac{1}{2}$ -ton unit and \$159.95 for a full-ton piece.

Ads Start in March

In a bid for early-season sales, Shawmut begins displaying and advertising during the second week in March. Newspapers and radio carry most of the program, though TV is also used. Frequency is light from March 15 through April 15; medium from then 'til May 15; heavy from then 'til July 1. At that point, weather and market conditions will call the shots. Either a cool early July or a long heat wave, pointing toward a sell-out year, will mean curtailment of advertising.

But walk-ins motivated by weather and ads don't support Shawmut's room air conditioner operation. Every day, the firm's five outside salesmen are working the cities and towns within a 35-mile radius of Boston. They sell

MORE▶



OUTSIDE SELLING is discriminatory—no cold canvassing. Salesmen like Dan Lombardi use slide-rule calculator to figure size unit needed.



SERVICE headaches are minimized because salesmen use a load tester to see if circuit has enough capacity to handle a $7\frac{1}{2}$ or 12 ampere conditioner.



INSTALLATION delays have been overcome since Shawmut trained its own servicemen to do the job. Each of four two-man teams installs four units a day.

One Way to Get Big

(continued)

by appointment only which helps to account for their excellent sale-to-lead ratio of 8.5 to 10.

Jacobs believes that cold canvassing consumes too much time. No effort is made to sell over the phone, either. He feels that dealers using this technique may sacrifice higher unit sales and multiple sales, which can often be made through personal contact in the prospect's

home, where the salesman can inventory as well as sell. This is why all phone inquiries to Shawmut are turned into appointments for outside salesmen.

Home Survey Sells

The best room air conditioner sales tool which Shawmut places in the hands of its outside men is a free home survey, designed to insure sale and installation of the right unit for each location, and to secure the confidence of prospects through demonstrating that

Shawmut men understand air conditioning.

First, the salesman uses a slide rule-type size calculator which shows the right capacity unit for a room of any dimensions. But, as he explains to the prospect, the wiring in the house may be incapable of handling the load increase represented by an air conditioner.

To test the wiring, he plugs a 115-volt load analyzer into an outlet on the circuit to which the air conditioner is to be added. At a

flick of the analyzer's momentary switch, a built-in voltmeter registers the amount of voltage still available, with all lights and appliances served by the circuit turned on.

This tells the salesman whether he's free to push a bigger-ticket one-ton 12-amp. room cooler, or must settle for a 7½-amp. unit. It's also a guarantee to the prospect that the air conditioner the salesman recommends will be large enough to do the job, and will operate at its top efficiency in his home.

Shawmut's Jacobs fights price with flexibility

SINCE December of last year, two of Boston's large retail appliance and television outlets have been slugging it out. One a department store, is located a few blocks from Shawmut TV & Appliance Center. The other, a huge discount house, is a few miles away.

Ben Jacobs at Shawmut has felt the pinch. The best indicator of this is the store's climbing volume (January, 1957: up 30 percent over the comparable month of 1956, and 20 percent ahead of any January in Shawmut's six-year history) and shrinking net (off an average of 3.5 percent since the area's discounting began in earnest).

But Jacobs declines the crying towel. Instead, he has analyzed the situation finding that there are in it certain aspects favorable to his business, and at the same time devising a program to combat it.

Smashing, big-line discount ads pull plenty of people into the metropolitan area, but Jacobs knows that not all of them buy at the sources of the ads. Instead many come to Shawmut, where every effort is made to secure them as regular customers.

Secondly, Jacobs reasons that large-scale discounting is putting what he terms "price-cutting adventurers" out of business. Price, their big wedge, is gone, because more reputable stores are meeting and bettering their prices.

Thirdly, he feels that successful discount operators have a lesson to teach the independents—a lesson of disencumbering their businesses, cutting their overhead, and working at a profit of 15 or 16 percent, instead of the 30 or 35 percent considered minimum not so long ago.

An Effective Program

Jacobs has worked out an effective program for meeting discount competition, based on the simple expedient of making Shawmut strong where discounters are weak.

Pure discounting generally has the characteristic of rigidity. Its prices are low, but inflexible. The customer services it offers, comparatively few in number and incomplete in character, are never allowed to vary. Repeat customers carry no more weight than new customers. No trade-ins are

accepted, and very little product service is furnished.

In contrast, Jacobs has injected flexibility into his operation at every opportunity. Shawmut's inside and outside salesmen work their sales at an average markup of 22 percent, but are perfectly free to sell at almost any price. Their only limitation is in knowing that they receive 25 percent of the gross profit, with trade-in allowance figured in.

As an inducement to increase their volume through using the user, the firm pays its men bonuses for sales made to customers who ask to be served by specific salesmen, and for sales referred by users.

Flexible Service

Jacobs has developed a flexible policy of product service, which enables his salesmen to offer customers their choice of a liberal service policy or discount-level prices. Brand-name products are advertised at prices which include service policies. But for customers who want only price, not service, the value of the policy is deducted from the advertised price. This, together with the trade-in allowance, brings Shawmut into com-

petition with many of the local discounters.

Shawmut established a service that no Boston discount house can match when, last winter, Jacobs reorganized his service and delivery staff into four highly mobile two-man air conditioner delivery and installation teams with an average total capacity of 16 installations per day.

Efficiency Helps

Finally, Jacobs has set out to increase the efficiency of his operation. For one thing, he buys in carloads at favorable prices. For another, he is working to hold his cost of doing business at its present figure, while spreading that cost out to support more volume. Heart of this drive to build volume without ballooning overhead is his placing of promotional and sales emphasis on a number of low-saturation products, such as room air conditioners, high fidelity equipment and tape recorders.

Survival in the rarified atmosphere of discounting isn't easy for the independent. But Ben Jacobs is not merely surviving—he's forging ahead, because he has taken the trouble to study his competition; to know and respect its strong points, to find and exploit its weaknesses.



PRESIDENT Ben Jacobs (right) wheels and deals to meet discount competition, but he tries to do it in ways that emphasize his strength and discounter's weaknesses.

Shawmut salesmen work only on commission. They're paid 25% of the gross profit on each complete sale they work. This system operates to the advantage of salesmen and management alike, and has the added effect of controlling trades, since the trade-in is considered part of the sale. The salesman who allows too much on a trade, and thereby reduces the gross profit on the sale, finds his commission cut accordingly. Shawmut's average outside sale is worked at between 24 percent and 25 percent above

cost, according to Ben Jacobs.

Using and cultivating the user means additional money in the pockets of the store's salesmen. For each air conditioner sale made to a customer who asks for him personally, and to a new customer referred by a user, the salesman gets an extra \$5 as a "radiation bonus." The same holds true for television (\$3 for a table model, \$5 for a console) and white goods (\$3 for an automatic washer, \$5 for a refrigerator).

Ben Jacobs instituted this system

to encourage his men to put their best sales feet forward and keep them there; and to stimulate them to keep their customer contacts alive through regular callbacks. As a result, each man has gone to great lengths to build his own circle of loyal customers.

Of great assistance to the salesmen is Shawmut's air conditioner delivery, installation and service program, established this year. While in previous years the firm handled its own deliveries, the installation and service were sub-

contracted to three local engineering companies. This worked fine as far as early- and late-season sales were concerned. But as demand mounted with the mercury, a gap between sale and installation dates would open and widen steadily.

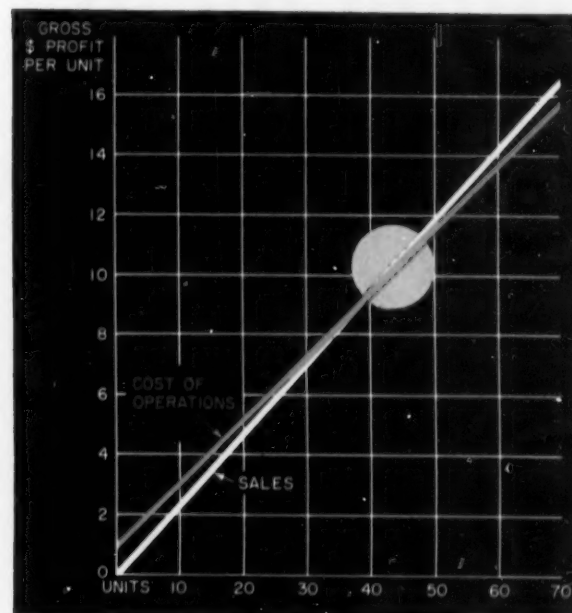
Finally, it reached the point where Shawmut couldn't even furnish approximate installation dates. Sales were lost, ill will created. This bottleneck hobbled Jacobs' 1956 air conditioner operation as thoroughly as his failure to compete with department store leaders

(Continued on page 82)



SHAWMUT'S ACCOUNTING staff, Myrna Jacobs, Julius Kates, and Judy Bloomberg see to it that up-to-date records are available to Ben Jacobs at all times.

Shawmut Knows Where It Stands . . .



ACCOUNTING CONTROLS, like the weekly break-even chart shown above are just one facet of the firm's tight bookkeeping pattern.

ONE reason Shawmut TV & Appliance Center is able to keep its corporate head well above water is the firm's unusually tight bookkeeping and accounting system. Literally at Ben Jacobs' fingertips are daily, weekly, monthly and yearly records, and files, which help him keep a weather eye on all phases of the business. Among the records and files which prove most useful to Shawmut are these:

Daily Lead Sheet: This is a box-ruled form on which service manager Joe Jacobs enters every lead that each day produces, whether walk-ins or outside sales calls. Entries include date; name, address and telephone number of prospect; model, serial and stock numbers of the product in which he's interested; source of the lead; salesman handling it; and remarks. Sales that fail to jell are entered in the "Remarks" column as N.G. At the end of the day, Jacobs studies the lead sheet, and discusses each N.G. entry with the salesman involved. The following day ("There must be a time lapse, so the prospect doesn't feel he's being pressured."), Jacobs telephones each lost customer and makes him a deal similar to or a bit better than the one the salesman made the day before. As a result, about 50 percent of sales that would

normally be written off are salvaged. In addition, the daily lead sheet provides a check on the performances of individual salesmen.

Break-Even Chart: This simple graph tells Jacobs at a glance how many units he must sell each week to meet his total cost of doing business, and just how profits develop after the break-even point has been attained. It also enables him to keep track of overhead, and gives him a basis for setting periodic sales goals. The graph is graduated vertically in dollars, and horizontally in units (at an average gross profit per unit). On it are two lines—a cost line and a sales line. The cost line starts at the point of fixed overhead (the amount it costs Shawmut to open its doors), and rises on the basis of semi-fixed charges and variable expenses in relation to increasing sales. The sales line necessarily starts at zero. As it rises, the gap between it and the cost line narrows until the two intersect. This is the break-even point—the number of units at the average profit per unit which Shawmut must move to meet its total expenses each week. At any point below the break-even point, the distance between the cost and sales lines shows the net loss; at any point above, it shows the net profit. Generally, the

graph is drawn yearly. In case of sudden market fluctuations, however, a new graph can be made on short notice.

Stock Card File: Kept by the secretary in charge of conditional sales contracts, this file contains a "biography" of every piece received by Shawmut. An individual card entry for each item shows the date on which shipment was accepted; the brand, model number, serial number and stock number; Shawmut's cost; the date on which the selling price was determined; the name of the purchaser, and the date sold. On time sales, the girl charges out the item on its stock card as soon as she's informed that credit has been passed. Then she's free to execute the conditional sales contract. The stock card file is invaluable in inventorying, in back-checking sales, and as a guide to buying.

N. G. File: Credit rejections are placed here, kept for a year. Jacobs and his salesmen use the file to eliminate bad calls from once-rejected prospects with try-try-again philosophies. Sometimes rejects reappear with a co-signer or additional proof of their ability to pay, and Jacobs finds it convenient to refer to the original applications.

He Gave Up Appliances For Kitchens



SEVEN BLACK BOOKS like the one he's holding are Smith's lead files for areas he covers. He follows up on each swing through his territory.

72-year-old Fred Smith of Nashua, N. H., still sells appliances, of course, but only as parts of a kitchen. He figures that 14 hours a day is not too much time to spend on a business with good profits, few expenses or service headaches, and no price cutting

FRED A. Smith of Nashua, N. H., is a self-styled "reformed appliance dealer." Mr. Smith, who operates Smith Kitchen Center with his son Gordon, forsook radio and appliance retailing 15 years ago to deal in quality kitchens exclusively—a move on which he still congratulates himself.

What is it that 72-year-old Fred Smith finds so attractive about displaying, designing, selling, installing and servicing nothing but complete kitchens? An almost total absence of competition; little or no price cutting; an excellent profit situation; rock-bottom operating expenses; and maintenance of not a dime's worth of stock beyond his displays; very low service incidence; and, far from least, a true sense of creativeness in his work.

By becoming a specialist in kitchens, Smith shut competition almost entirely out of his business life. He found people not only willing but actually eager to place their trust in him as a specialist. He learned that consumers seldom price-shop the man who specializes; that, on the contrary, they're quite ready to pay for his ability and experience, in addition to his product.

He discovered that he could ask, and get, full list price for every single com-

ponent he designed into a kitchen, because there wasn't a dealer for miles either equipped or willing to match his services and effort. Further, though sales were much less frequent, when they did come it was for \$1,500 to \$5,000 plus shipping and installation—not \$189.95 including delivery, installation, a year's free service and balloons for the kiddies.

As ex-appliance dealer Smith made these, and other equally happy discoveries, the custom kitchen business began to look better and better to him, became more and more profitable, until today he "wouldn't swap it for the fanciest glass and chrome appliance emporium in the whole damn state!"

Constant Leads Necessary

Since nobody walks in off the street and buys a complete kitchen, and since next to nobody buys more than one in a lifetime, the Smith Kitchen Center requires a constant flow of new leads to keep it solvent. Smith has just such a source in the Dodge Construction News Bulletin, F. W. Dodge Corp.'s daily construction report. Published nationally by regions, the bulletin lists architect, engineer, contractor, owner, location and cost of every new construction project.

Each morning, Mr. Smith sifts through that day's Dodge report, looking for announcements of homes to be built. He pencil-checks those to be located within his territory (a 125-by-40-mile corridor running north from Nashua) and slated to cost a minimum of \$15,000. These are his primary leads.

He drops the report on the desk of his secretary-bookkeeper, Mrs. Dorothy Kurto, who clips the checkmarked entries. She pastes each lead into one of seven "area books," small loose-leaf binders into which Mr. Smith has divided his territory. There's a Laconia book which takes all leads in his Laconia area, a Concord book, a Manchester book, and so on.

As each new house report takes its place in an area book, Mrs. Kurto adds the owner-to-be to Smith Kitchen Center's mailing list. Pieces are mailed immediately to those living in the vicinity of Nashua. Mailings to prospects in more distant towns are held until a few days before Mr. Smith plans a sales swing through the area, then sent. On the back of the notebook page devoted to each lead, Mrs. Kurto notes the date of the mailing and type of piece sent. This guides her both in the timing of the next

mailing and in preventing duplication.

First Mail; Then Smith

With attractive, colorful mailers preceding him as door-openers, Mr. Smith hits the road, armed with the appropriate area book plus any completed plans for kitchens in that area. As he makes calls, he jots notes in the book as to the status of each prospect. On his return, the book goes back to Mrs. Kurto, who continues to dispatch direct mail at the rate suggested by Mr. Smith's notes.

The dealer has a second source of leads in the form of users scattered throughout his territory. These are people whose kitchens the Nashua specialist has designed, sold and installed, and who have agreed to show them to friends. Some do this out of pride in a beautiful kitchen and gratitude for the man who created it. Others do it for money—a

commission of five percent of gross on all sales in which their leads result.

This system gives Smith Kitchen Center the equivalent of complete working displays in almost every quarter of a 5,000-square-mile territory, each "staffed" by one of the best kitchen salesmen in the world—a woman who loves her kitchen, knows its features intimately and never tires of talking about it.

Mr. Smith is happy to pay a 5 percent commission to users who set up sales. Paying \$135 for a \$2,700 sale is, in his book, a lot more practical than setting up and maintaining a \$2,700 display kitchen in the area.

"These women are the only salesmen I need," he says. "The word of one of them who's in love with her kitchen is worth more than a dozen canned sales talks. Women listen to women, and more than one retailer's been made or busted across a bridge table."

Mr. Smith's strictly a ladies' man when it comes to selling. "I have," he says with a twinkle, "no use for husbands. Just let me sit down and talk a while with the missus.

I don't even want to lay eyes on her husband 'til he makes out the check."

Price Comes Last

When Fred Smith sells he speaks a woman's language. At the beginning, price is unimportant; he won't talk it. Instead, he sings a siren-sales song of modern man's failure to appreciate modern woman. . . . "American women have been kicked around since 1620, and it's about time they got a little consideration. . . . Know how many steps you take in your kitchen a year? About four million. . . . I can make you a kitchen that'll cut out three million of those steps; that'll save you three-quarters of your total motion; that'll do away with 60 percent of your reach-

(Continued on page 86)



WHEN HE GETS a prospect in his store, dealer Smith makes a big point of emphasizing the special convenience features in the St. Charles line.



TENTATIVE orders are secured in the comparative privacy of the display kitchen's breakfast nook. Here Smith gets an idea of what the prospect wants.

INSTALLATIONS are ordinarily handled by Smith's contractor sons, but he always makes a mid-point checkup to see that things are as specified.



ONLY SALESMEN in Smith's 125-by-40 mile territory are past customers who use their kitchens as showrooms and earn five percent commission on sales.



MAJOR APPLIANCE SERVICE

EDITOR'S NOTE: Preceding articles in this series were *How to Get Started* (Oct. '56), *Repairing Conventional Washers* (Nov.), *Repairing Automatic Washers* (Feb. '57), *Repairing Rotary Ironers* (March), and *Repairing Electric Clothes Dryers* (May). Tear sheet copies of this and preceding articles are available on request so long as the supply lasts. Write Editor, Electrical Merchandising, 330 West 42nd St., N. Y. 36, N. Y.

6. Repairing

Even though electric ranges have progressed all the way from surface units with simple three-heat controls to the infinite controls and innumerable gadgets of today, servicing is still 99 percent electrical—and requires expert electrical knowledge

By P. T. BROCKWELL, Jr.

IN which one of the three basic skills required of an appliance serviceman have you the most comprehensive training or experience? Refrigeration? Mechanics? Electrical science? In any field, when one's job demands of him several kinds of such fundamental knowledge he's sure to excel in one. So if it happens that you are more adept at solving electrical problems, this is where you shine, for range repairing is 99 per cent electrical work.

But even you who understood Ohm's law before you were old enough to realize the law of gravity had been enacted, don't be in too much of a hurry to breeze through this installment.

Instead, every reader should take time enough now to get out the back issue of *ELECTRICAL MERCHANDISING* wherein the preceding installment of this series appeared (*Repairing Electric Dryers*, Mar. '57) and review its uncaptioned introduction. If you can't find your copy of that issue, beg or borrow one.

Now, if you have assimilated that exhortation on safety, let's get on with the range-repairing story proper.

For the benefit of those who are not electrical wizards, we'll administer the treatment of range designs in easy-to-swallow doses by presenting next a discussion on the evolution of that appliance, for the earlier models had relatively simple control circuits; those of today are somewhat more complex.

Designs—Old and New

Even for one with but a smattering of electrical principles, the wiring design of

yesterday's electric range is quite easy to understand (see Fig. 1). The surface units, consisting of two 115-volt elements of equal wattage, were controlled by 115-volt three-heat switches which delivered full line voltage to both elements for high heat, full line voltage to one element for medium heat, and half line voltage (by series connection through both elements) for low heat. That type of switch was later superseded by the 230-volt load-balancing switch (see Fig. 1-A).

A few manufacturers produced ranges with two-heat switches (high and low) whereby the two 115-volt elements were series connected in both switch positions, 230 volts being used for high heat, 115 volts for low.

Alarm Clocks and Knife Switches

Oven and broiler units also were controlled by multiheat switches, similar to those used with surface units, in the earlier models. In addition to such switches and an oven temperature control, a clock was available as an optional accessory for starting the oven automatically at a predetermined time. One type was a high-grade spring-motored alarm model whose ample gong covered the back of the clock. Onto its alarm-spring winding key was fitted an extension lever which, when unwinding, had sufficient force and travel to throw a stout, spring-loaded knife switch about four inches to its *On* position. Thus, at the appointed time, the bell pealed (it really did), then a moment later—wham!—and the switch was driven home with bear-trap force. This positive assurance that the oven was off to a good start was like the slamming of an unweatherstripped jalopy door, for

there were no noise dampers in Grandma's range. By the time the oven unit coils were glowing, the alarm bell would peter out with a feeble tinkle.

Such fanfare imposed no hardship on the family, for obviously they would be absent when the automatic oven starter was used.

Some manufacturers have used a relay switch to control the oven, in which case the timer and the temperature control act upon the relay circuit instead of that which feeds the oven units (see Fig. 2). For some of these manufacturers, though, the oven relay was but a chapter in the history of their ranges, for several have since discarded it in favor of direct control. If this reads as though we've slipped backward a few decades, bear in mind that the bells and the bear-trap switch are no longer with us.

Surface units and their controlling switches have undergone considerable change through the years. With the introduction of a unit consisting of two 230-volt elements of equal wattage, five-heat control was featured on many models (see Fig. 3).

Some manufacturers have used surface units consisting of two (sometimes three) elements of different wattages as well as different voltages. With various combinations of this kind, seven-heat surface unit control was featured.

How Infinite Control Works

Moreover, several makes have appeared with a type of infinite-control switching system. This type of switch is used in conjunction with a single-element surface unit, requiring only two wires to serve it (instead of three). Heat intensity is varied by the user

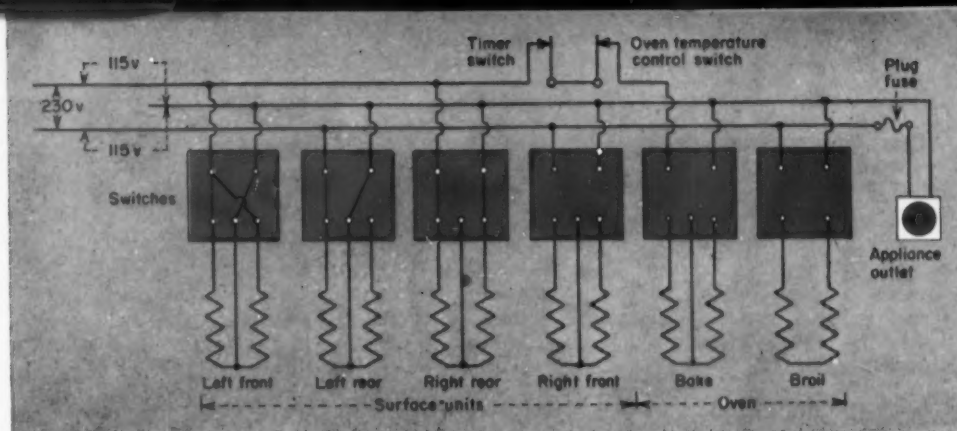


FIG. 1. Wiring diagram of an early-model range. The left-front surface unit switch in this sketch is positioned for high heat, the left-rear for medium, the right-rear for low. The rest of the switches are turned

off. Both the elements and the switches shown here are the 115-volt type. Note the "staggered" method of connecting the switches' supply terminals to the buses.

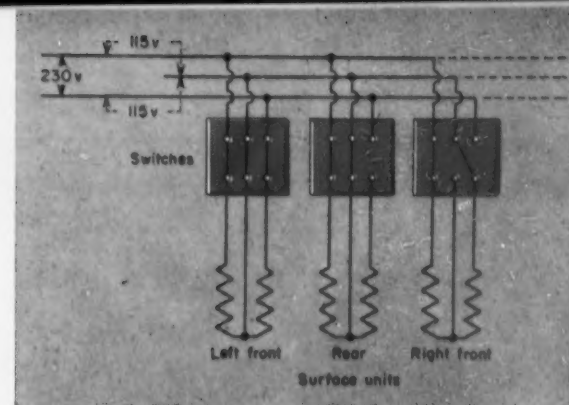


FIG. 1-A. Load-balancing switches. This diagram shows a somewhat later type of switch which was also used with 115-volt elements. Instead of the "staggered" method of connecting, as shown in Fig. 1, these switches are connected to all three poles of the supply circuit. The left-front switch is positioned for high heat, the rear for medium, and the right-front for low.

Electric Ranges

through the control dial which, when moved to a higher temperature, shifts an interruptor switch away from a constant-speed rotating cam to reduce the duration of each periodic interruption in current flow to the unit. When the dial is turned to a lower temperature, the interruptor is shifted toward the rotating cam to prolong each periodic interruption. On full heat, current flows uninterrupted. Thus, an infinite variety of temperatures are available between the high and low extremes.

Such switches are usually built into banks or clusters with one motor to drive a common cam shaft. The assembly is so wired that the motor will start when any switch is turned on and will not stop until every switch had been shut off (see Fig. 4).

A thermostatically controlled surface unit will be found on some ranges. With this type the user may select an exact temperature with the assurance that it will be maintained throughout the cooking operation.

Deep-well cookers, with an insulated jacket and an incredibly low-wattage low heat (about 100 watts) for simulated "fireless" cooker use, were available as an optional accessory for many of the earlier models. When the range was so equipped, the customer had to

sacrifice one surface unit. Later models, however, feature a dual purpose cooker unit which may be readily raised and locked flush with the cooking top by the user. Both a pressure cooker and a standard pot are available for these.

If the cooking top assembly has undergone considerable change over the years, the oven has, indeed, kept pace. In addition to the high efficiency modern thermostat, some makes have another temperature control with a flexible lead and tip within the oven which may be injected into the meat to shut the oven off immediately the roast is thoroughly cooked. Some models also feature rotary broiling.

Time control is no longer limited to the oven. In most makes the timer may be switched from the oven to a surface unit, to the cooker, or to a convenience outlet on the backsplash.

Miscellaneous accessories, such as minute timers and panel and oven lights, are supplied with virtually all modern ranges, but these items are so simple in operation they warrant no discussion here.

We said at the beginning that range repairing is 99 percent electrical work. The other one percent? That's the servicing of

(Continued on page 94)

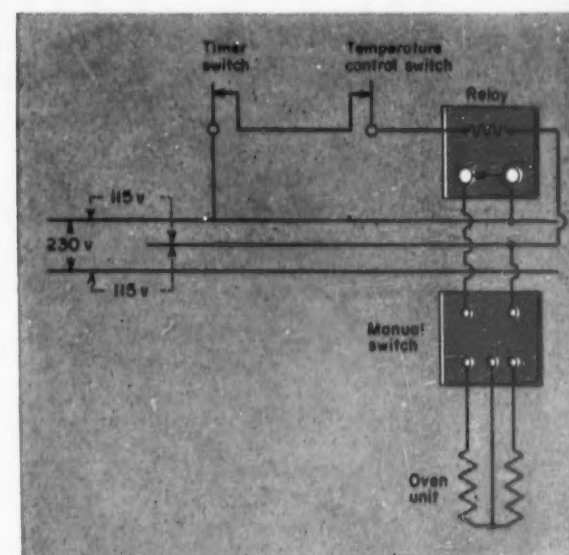


FIG. 2. Simplified diagram of an early-model oven relay.

FIG. 3. The five heating positions afforded by one type of five-heat-switch wiring scheme using surface units comprising two 230-volt elements.

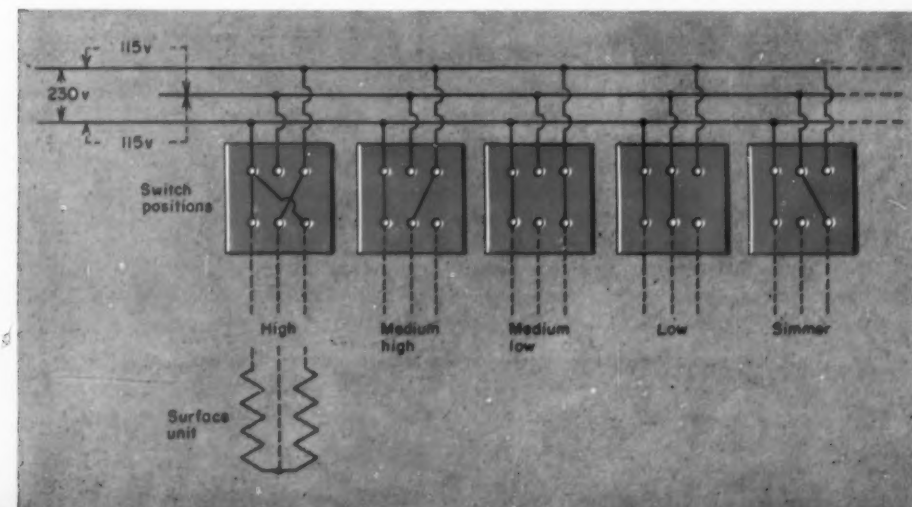
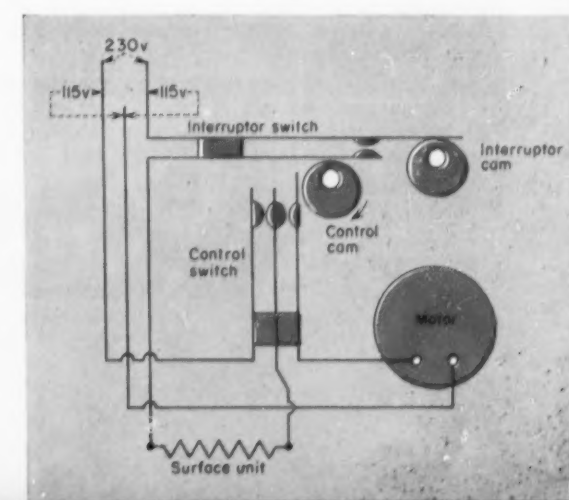


FIG. 4. The fundamentals of one type of infinite-control switch. When turned a little in the direction of the arrow, the control cam will close the interruptor switch and all three contacts on the control switch simultaneously thereby energizing both the motor and the surface unit. Then, with the motor running, the interruptor cam will revolve and open the interruptor switch once during each revolution on all but the highest heat. The duration of each interruption (and hence the temperature of the unit) will depend upon the position of the control cam. When the control cam is turned to its highest point, however, current will flow uninterrupted, for the interruptor switch will be out of reach of its cam.



EDITOR'S NOTE: The first in this series of four articles (EM, May, 1957) discussed the specialty selling techniques utilized by a discount house. Subsequent articles will describe the tape recorder selling methods of a high fidelity specialist and a camera store.

CREDIT IS THIS DEALER'S BEST TOOL

Bernie Hoffman's Standard TV stores sell about 150 tape recorders a year—primarily because he's ready to close time sales over the telephone

By **BILL MCGUIRE**



SALES WEAPONS for Bernie Hoffman are the product itself—tape recorders—a telephone, newspaper ad mats and credit contracts.

CASH tape recorder customers? You can have Bernie Hoffman's share. In his two Standard Television Co. stores, one in Quincy, Mass., the other 15 miles away in Brockton, Hoffman is merrily writing about \$23,000 a year in recorder sales, 95 percent of it on credit. That's an average of 150 units at an average price of \$150.

Although the Brockton branch is just a year old, the two outlets do a combined volume of \$300,000, with television and white goods carrying most of the mail, but with tape recorders coming on like Native Dancer.

Bernie Hoffman loves to sell recorders on credit. "It puts us in the driver's seat," he says, "gives us a huge market to draw from, and builds our profit per unit."

When a credit prospect enters the store, he's actually entering a miniature seller's market, Hoffman believes. The whip hand is the dealer's. The Quincy retailer hastens to point out that this doesn't mean the credit prospect can be

strongarmed into buying what, when and for how much the dealer may dictate. But it does mean that most credit sales may be worked toward the store's best interests, in regard to brand, model and selling price.

Credit Helps Sell Up

Says Hoffman, "I can shift a man who wants to buy on credit from the line he has in mind to one in which there happens to be a bigger markup. I can sell him up from a \$149 recorder to a \$189 job, because I can talk in terms of less than an additional dollar a week, instead of \$40. And I don't have to chop 40 percent off my list to ice the sale. The guy who pushes a handful of cash at you expects you to load his other hand with big discount, free service from now 'til then, and more of the same for his friends."

Hoffman finds the credit market to be his mass market. People in the area's vast lower-middle income group are following the recently

noted national trend toward substituting credit buying for saving. Instead of stashing a few dollars a week into a bank account, and watching it grow with agonizing slowness, they put this money into time payments for merchandise they can see and use while buying. They'd rather "save" at the finance company than the bank, in spite of the extra expense.

Selling on credit to this group increases Standard Television Company's profit both directly and indirectly. The firm puts hundreds of time payment contracts through a single commercial finance company each year, according to Hoffman. In effect, it's retailing credit for the finance company, much the same as it retails merchandise for its distributors. In credit, as in appliances, volume has its rewards.

Each time Standard puts a contract through the finance company, Hoffman reveals, it's credited with a "reserve" based on a percentage of the contract's value. This reserve is paid to Hoffman's firm after

the customer has made his final payment.

"It's a nice little cushion," says Hoffman. "Gives me either a bigger margin or a bit more to play with, depending on how I happen to want to use it."

Credit Brings Repeat Business

Indirectly, his large credit volume increases Hoffman's profit by making repeaters out of a big percentage of his customers. "Credit's habit-forming," he says. "When a customer's contract is coming to a close, it's not hard to work him into another big-ticket sale. He recognizes credit as his route to 'luxurious necessities' like a tape recorder, a new TV set, a larger refrigerator, and he's going to take that route."

Standard Television advertises credit intensively. The store has an exceptionally heavy newspaper schedule, placing ads worth some \$40,000 in the two key Quincy and Brockton dailies each year. Every ad booms the features of Standard's credit system—no money down

(Continued on page 90)

NEW *Gibson* FREEZER

Full 355 lb. capacity

You can sell for **UNDER**
\$250



ONLY 24" WIDE

This sensational low price will bring 'em in on the run. Who? Every customer in your area who ever *thought* about owning a freezer! And once in your store, they're easily sold on the great value built into this new Gibson GUF-11.

1. Full 335-lb. food capacity

2. 10-plus cu. ft.

3. New Freez-Flo System

—continuous flow from top to bottom and through every shelf—faster, more efficient freezing.

4. 3-Year Food Protection Plan

5. 5-Year Warranty

6. 5 Door Racks

Sweetheart Pair

21 cu. ft. of refrigerator-freezer capacity—Retailing for less than \$500!

Match the GUF-11 Freezer with the G-100C Refrigerator and you've got our fast-selling "sweethearts" . . . the pair that can double your profits. For less than the price of most refrigerator-freezer combinations you can sell a matching refrigerator and freezer with matching exteriors—a full 21 cu. ft. capacity and only 48" total width!

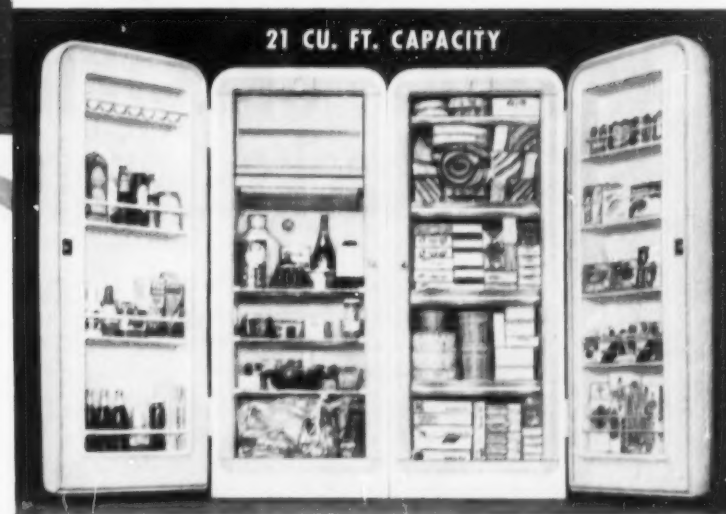
Get the facts on these "bring 'em in" models—and the Gibson "All-Feature" story—from your Gibson distributor.

Go Independent..

Go Gibson



© 1957 by Hupp Corporation • Gibson Refrigerator Company • Greenville, Michigan • Division of Hupp Corporation
In Canada—Gibson Refrigerator Co. Ltd. Montreal, Quebec



GET FULL SERVICE PROFITS



FACTORY SPECIFICATION PARTS cut call-backs...protect your service reputation

There's a big difference between "off-brand" parts that cause costly call-backs — and Factory Specification Parts that fit right and work right with one call. And that difference is measured in your profit or loss.

Here's why. All Factory Specification Parts are designed and engineered especially for RCA WHIRLPOOL appliances. They are made to exacting specifications and tolerances. Their quality is rigidly controlled throughout production.

Whatever the service job, if it's an RCA WHIRLPOOL appliance, be right the first call by installing Factory Specification Parts. Others may seem the same — but

they can't provide the same dependable, low cost service. Contact your RCA WHIRLPOOL distributor or A.P.J.A. parts jobber now. There can be no substitute for quality . . . and there can be no substitute for a Factory Specification Part.



Factory Specification Parts for



Whirlpool APPLIANCES

meet the toughest specifications in the industry

Service Division, **WHIRLPOOL CORPORATION** • St. Joseph, Michigan



DEMONSTRATIONS are a must in Scotty Allen's Biloxi, Mississippi, appliance store but before the average sale has been concluded the prospect for a color TV set must usually be presold on the way in which . . .



RECEPTION, in an area where transmitters are often located miles from his home can be improved by installation of a manually operated rotor antenna.

In an area where the television prospect is often remote from the signal source, Scotty Allen, of Biloxi, Miss., has found that the solving of reception problems goes hand-in-hand with . . .

A Profitable Color TV Volume

WHENEVER Scotty Allen, appliance dealer in Biloxi, Mississippi, suggests that a black and white television prospect buy color instead, the reaction is likely to be a stare of amusement.

"The usual prospect thinks we have lost our minds," says Allen, who with his father L. E. Allen, Sr., operates two appliance stores in the Gulf Coast resort city. "Their comeback is that being located at least 60 miles from broadcasting transmitters in one direction and 90 in the other, it is difficult enough to get a good black and white picture, let alone color. It's a challenge we like to meet—and it's the reason we are selling color TV in a definite fringe-area market."

Last year from its two stores, Allen Appliance oversold its color TV quota by 2½ times, and for 1956 there was a healthy 35 percent increase. Next year, with 1957 models lending a bit of support with many advancements, the Allen stores expect to sell as many color sets as do dealers in New Orleans, Louisiana, 90 miles to the west, and Mobile, Alabama, 60 miles to the east.

A Tailor-Made Market

Scotty Allen did not rush blindly into color TV promotion. Instead, he assessed the

situation for more than a year while his new store was being built. As assets, he tabulated the fact that the Biloxi trading area has grown to something like 40,000 persons, extending 50 miles either way down the Mississippi Gulf Coast. Counting off the type of customer most likely to be interested in color television, Allen felt encouraged. There are many retired couples in the better-income grouping who maintain year-around homes on the coast and more living inland. Not an inconsiderable factor is the presence of nearby Kessler Air Force Base, one of the military's largest school installations where, there are usually several thousand officers assigned, in an income bracket which allows for color TV buying. Lastly, Allen Appliances could count upon a most unusual engineering aid, which is the real crux of the store's merchandising success and the element which has permitted Allen Appliances to sell a prospect up from \$200 black and white sets to \$550 color sets easily. That "gimmick" is a manually-rotated, precision-accurate antenna, which permits the fringe-area color-TV owner to bring in a sharp, strong signal from either of two distant local stations.

"We had to have something like this to

sell color TV," Scotty Allen said, "our early attempt fell flat before the antenna came along. Prior to that time, of course, it was possible for the customer to buy an electrically powered mast antenna of 40 to 45 feet, which would get a reasonably good signal. However, we soon found that the highly corrosive nature of the Gulf Coast atmosphere, with humidity well above 85 percent throughout most of the year, was slow death for the average electric motor mounted on a TV antenna. So, we decided it was time to develop a manual system that was completely free from the problems of shorts, dielectric corrosion building up on electrical circuits, and which would provide hair-line adjustment for the best possible picture."

Now, Allen offers his color TV prospects a full 45 foot antenna, operated by a track and cog mechanism, for \$49.50, substantially cheaper than the power models and guaranteed to remain serviceable. Made from cast metal, the antenna control consists of a helical pattern gear mounted at the base of the antenna mast and rotated by a knob which likewise moves a pointer needle along a channel scale to simplify seeking out the station. The antenna controls can be mounted on any window sill, any wall, etc., in the house, and does away once and for all with picture reception problems.

Week-End Trials

Allen Appliances offers an across-the-board, three-day home trial on all of its television equipment, usually over the weekends when the whole family gets an opportunity to enjoy the set itself, the store has a lightweight, portable manual antenna, which does a double selling job in putting both itself and the set attached over with the prospect. Surprisingly, although the Biloxi dealer would cheerfully offer the same sort of home demonstration with color TV, there have been very few requests for this sort of trial. The reason, unquestionably, is simply the exhaustive, effective selling job which is done inside the store whenever any prospect of a color TV sale is in sight.

(Continued on page 102)

Beware the "BAD" Government Check

It's not the check itself that's bad; it's the guy who tries to pass it after he steals it and forges the signature. Over 30,000 were passed this way last year—almost all of them to unsuspecting retailers

THE chances that you will cash a stolen and forged government check for a would-be customer sometime in 1957 are greater than you may think. The forged government check racket has reach such proportions that the U.S. Secret Service calls it "one of the most active in the underworld."

The vast majority of victims are independent merchants who operate their own businesses. As a dealer who sells and services electrical appliances TV you rate among the vulnerable.

Last year the U.S. issued 250,000,000 checks, about 1,000,000 for every working day. This year it will write some 300,000,000. Next year the total will be higher. They represent social security benefits, payments to veterans, income tax refunds, subsidies to farmers, etc. For the most part they are modest checks. It is only natural that more and more people tend to cash them with merchants rather than at the bank.

Most appliance dealers are happy to accommodate, unless, of course, the check is too big. It helps build goodwill and it's good business: Experience shows that the customer who asks that a check be cashed usually makes a purchase. And besides, how can you possibly lose by honoring a check issued by the United States? It's as good as gold isn't it?

Not always. Last year a total of 30,619, involving \$2,631,178, weren't any good at all. They were stolen, forged, and cashed—and almost all of them were accepted by retail merchants. The Secret Service reports that practically all stolen

government checks are unloaded on independent retailers. Thieves generally keep away from big department stores and almost invariably avoid banks.

So Easy to Steal

Unhappily, government checks are among the easiest things in the world to steal. The envelopes in which they are mailed are readily recognizable, many arrive with such regularity each month that a thief with even sub-normal intelligence can figure out the schedule, and worst of all, the typical home mailbox ranks lamentably low as a security risk. People who exercise ordinary prudence to protect their cash and personal property will often allow a government check to lie all day long in an exposed, unguarded, and unlocked mailbox.

The result is larceny on a scale so large that last year Secret Service agents had to put in a total of some 80,000 hours of overtime work, or the equivalent of 44 agents working normal time. Even so, a backlog accumulated. Once counterfeiting was the primary concern of the Secret Service. Today it is forged government checks.

Cashing checks would be no problem if you didn't have to deal with strangers. But America is a mobile nation. It has been estimated that 20 percent of the population moves every seven years. You can't stay in business without new customers—but the first few times they come in your store they are strangers.

How to Protect Yourself

What can you do to protect yourself in the event a stranger or

a new customer you know only slightly asks you to cash a government check? Here are six safeguards suggested by the Secret Service and by insurance companies:

1. Insist upon the most complete identification you can get, and keep in mind the Secret Service warning: "Actually there is no one form of identification which cannot be duplicated." Letters may be worthless; thieves often steal them while they're taking the checks. Social security cards are frequently stolen. Many captured forgers have told the Secret Service they used only the printed "identification" cards that come with new wallets.

Ask the stranger where he lives and where he is employed. Size him up to determine if you can whether the check logically belongs to him. Secret Service files contain cases of 12-year-old boys who have cashed stolen checks plainly marked "Old Age and Survivors Insurance."

If the check represents a regular benefit, such as social security, it's a good idea to ask: "Where did you cash your check last month?" An evasive or indefinite response may warn you against cashing this one.

The best possible procedure, says the Secret Service, is to have the stranger identified by a reliable person known to you. It adds that you should always ask yourself: "If this check is returned as a forgery, can I locate this customer and recover my loss?"

2. In cases where adequate identification is not possible, the Secret Service suggests a series of "trick" questions:

YOU: Charles Jones? By any chance Frank Jones' brother?

STRANGER: Well, I—uh—no. That must be a different Charlie Jones.

YOU: Mm-hmm, I see you live at 115 Elm St. (The address on the check is 151 Elm.) That's right next to the school, isn't it? (There's no school there.)

STRANGER: UH—yes, it is.

YOU: Say—you must know Pete Grant. (This is your own name.) Seems to me he lives at 110 Elm. That must be just across the street from you. (You live on another street.)

STRANGER: I think so I—I haven't lived out there very long.

By this time you know the stranger has no right to the check he wants you to cash. Tell him you have to go to your office or another part of the store to get the money, take the check with you, and call the police. You'll be doing a favor for other merchants in your community as well as for yourself.

3. If you don't know what a government check looks like make it a point to find out today. Your banker will help you. Sounds like a silly warning? A New York grocer once cashed a negative photostatic copy of a government check. An Army deserter bought a book of blank checks at the dime store, typed in the name of the non-existent "Quartermaster's Bank of the U.S. Army" at the top of each check, wrote them out to a mythical sergeant, signed them with the name of a mythical major, and cashed almost \$4,000 worth with merchants and physicians before the Secret Service caught him. A woman in Chicago received a formal "Notice of Discontinuance of Allotment Pay" advising her she

(Continued on page 106)



A Product of Procter & Gamble

Get set for sales!

Use Tide's automatic-washer film to create traffic...build prospect lists!



Dealers everywhere are reporting they sell more home-laundry equipment faster and easier when their promotions include a showing of Tide's new 15-minute color movie, "A Washday Picnic." And that's logical; the home-laundry equipment *you* sell is the star of "A Washday Picnic" (Tide isn't mentioned even once throughout the film). In fact, this film was specially designed to both stimulate interest in automatics and instruct audiences on correct home-laundry procedures.

Over 3½ million people have already seen "A Washday Picnic"—at special showings at their local appliance dealers', at schools, and on television. The story of how the Parker family cleans house in a jiffy when the boss comes on an unexpected visit is interesting and good fun, as well as good "sell" for you! And it's yours to show for the postage alone!

Your next promotion should definitely include a showing of "A Washday Picnic." Use the coupon at right to get additional details and arrange a booking of the film.

Promote with Tide—it's your best tie-in bet because

- more women use Tide than any other washday product
- the makers of 25 automatics pack Tide in their machines

ORDER TIDE'S AUTOMATIC-WASHER FILM TODAY!

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

Please send me additional information on "A Washday Picnic," a 15-minute 16mm sound film in full color. I understand that I may obtain the use of the film for the cost of the postage alone.

Your Name _____

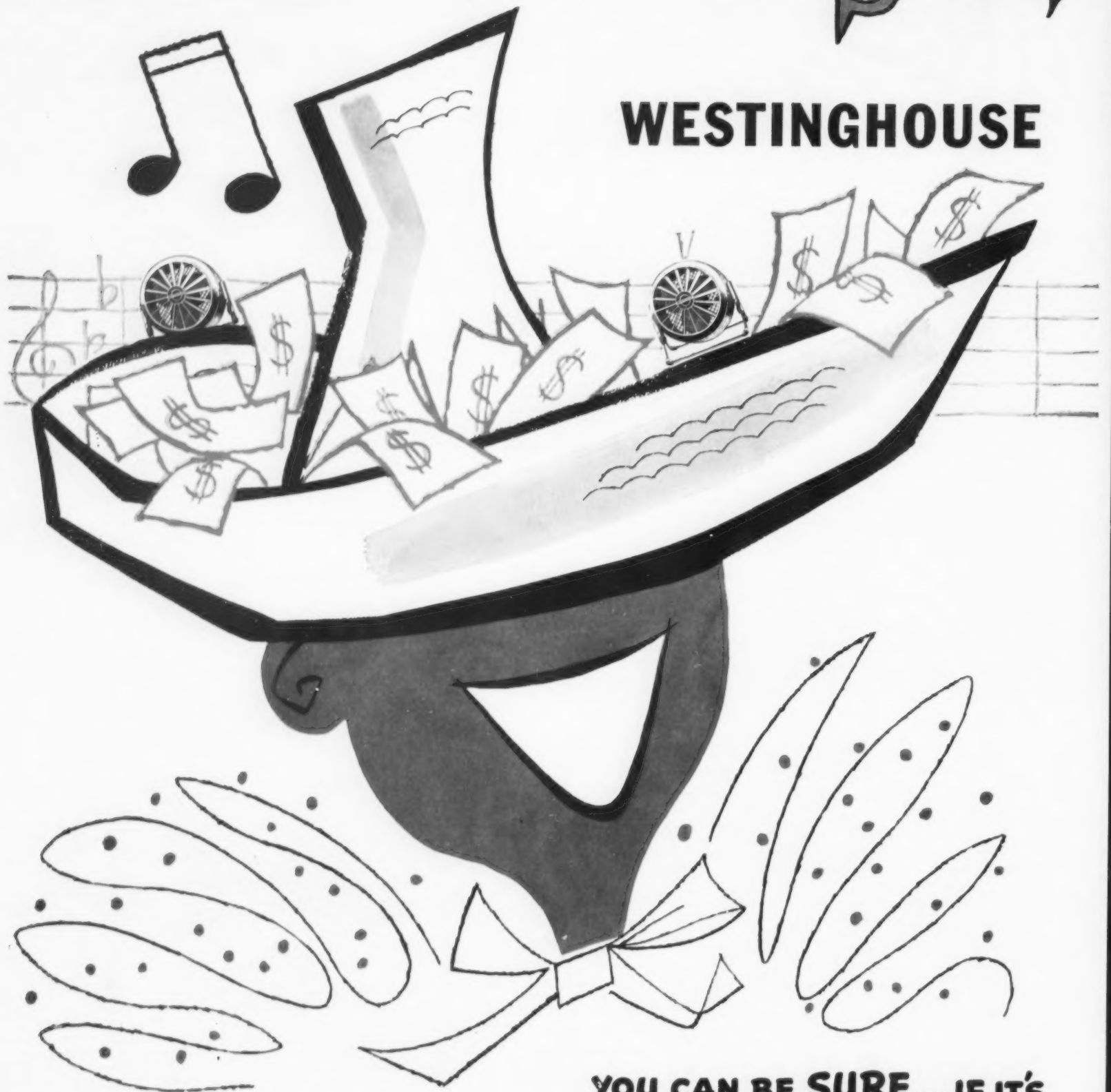
Firm Name _____

Address _____

City _____ Zone _____ State _____

Make dough,

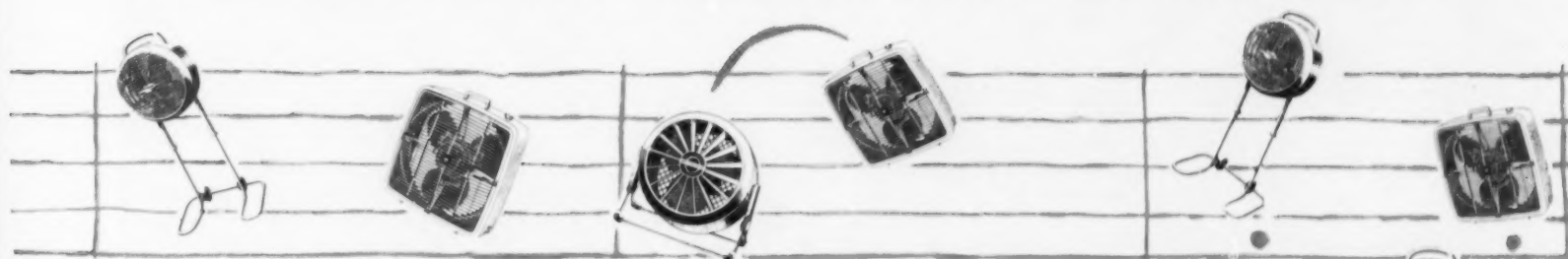
WESTINGHOUSE



YOU CAN BE SURE...IF IT'S

go Calypso

BRINGS YOU THE MOST EXCITING,
COMPLETE FAN PROMOTION IN HISTORY!



Go Calypso
on Radio...

TIE IN WITH THE "HOT MUSIC NETWORK"—we're running catchy fan commercials to a Calypso beat . . . timed to help your customers beat the heat . . . saturating all major fan markets day after day when it's hot. Your musical Calypso-style lead-ins for local tie-in announcements are ready and waiting.



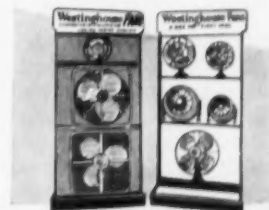
Go Calypso
on TV...

TIE IN TO BENEFIT FROM THE WESTINGHOUSE "STUDIO ONE" FAN COMMERCIALS—nine consecutive weeks of 'em . . . reaching 20 million people a week . . . during peak selling months! You, too, can tie in on your local TV station!



Go Calypso
in your Store...

TIE IN WITH THE COLORFUL WESTINGHOUSE FAN PROMOTION AIDS—that identify you as "The dealer of Westinghouse Fans" *Calypso-style!* Get the two new permanent fan display stands that make demonstrations and sales a breeze. And use the FREE eye-catching Window Banner and newspaper mats to tie in your store to hot weather selling!



GO FOR THE BIG DOUGH—GO CALYPSO . . . SEE YOUR FAN DISTRIBUTOR TODAY!

Westinghouse

HOW TO MAKE MONEY

CONTINUED

advertising deal. In some lines, this goes to 75-25, and occasionally a 100-percenter comes along. Houghton never turns down an advertising offer. He has his volume in at least one line to the point where he needs no advance OK to run ads; he just runs 'em and sends in tearsheets for his co-op money.

Leyman Electric ads are heavy on price. "New low prices," "big trades," "easy credit," carload and truckload prices: all these are part of almost every ad. Yet, the layouts are clean, use plenty of white space. Houghton has chosen a distinctive type face for his prices and for borders and "big heads." He often uses photos of his store, of trucks unloading, of his personnel. In his big promotions, he always comes up with a catchy headline. For example, a recent tie-in ad with a Huntington Dollar Day promotion read, "Hey, Hey! Today's the Day We Give Dollars Away." Early in 1956, a water heater ad read "Keep Your Wife in Hot Water." This one pulled so well he designed a small two-column box and runs it with that headline every couple of weeks.

Houghton keeps a big scrapbook of his ads, but he doesn't just file them away and forget about them. At least once a week, he goes through the whole thing, keeps checking on himself and planning improvements for this year's effort. Each of last year's layouts thus helps in setting up this year's advertising. And adaptations of ads that pulled once seem, to Houghton, at least, even better the second time around. Of course, he always has a quick check of results. In his market, if an ad doesn't pull, he knows it within 24 hours; the occasional "disasters"—those ads which seem to reach no one at all—are hard to ignore. Keeping track of last year helps keep this year's timing sharp, too, Houghton thinks.

Promotional ideas come from many sources. Houghton keeps track of the dealers in Indianapolis and Fort Wayne through the newspapers, and cheerfully borrows anything that looks good. He also picks up ideas from trade magazines; among those he got from *ELECTRICAL MERCHANDISING* in 1956 was a successful used car giveaway promotion and an "open letter" type of ad which pulled well. His suppliers give him plenty

of ideas, and, of course, he dreams them up on his own, too.

What Houghton looks for and gets from his advertising is a "snowball effect." He wants people who don't respond to the first of his ads they see to remember it and perhaps react to the next one. Besides the sales that he can credit to almost every ad, he gets across the message, in big space and with low prices, that Leyman is the top spot in Huntington County for appliances. He says that if that was all he got from his advertising, it would be worth it.

Does it work? Every day, customers show up at the store with the ads in their hands, or asking for a special price "like you advertised last month." When Leyman Electric runs a drawing for a water softener, as it did recently, customers come in to register, saying with a laugh, "Is this where they're giving water softeners away?" From such evidence, and his sales records, Houghton knows his advertising is paying its way.

Sells Price First

By big-city standards, the prices are not too rough, but in an area where some cross-roads dealers are still looking for pre-war margins, Houghton provides real bargains. Once they have established the low price idea in the customer's mind, however, Houghton and Watson immediately start selling features and service.

They always sell up. At least once recently, Houghton was able to move a man looking for a used washer all the way up to a Westinghouse combination washer-dryer. Often knowing their customers personally, the Leyman team has a pretty good gauge of just how high they can go. The goal is the top of the line, and they reach it pretty frequently, judging from their purchases, which are loaded toward the top end of any line they carry.

One way Leyman Electric customers get their good price deals is by buying last year's or discontinued models. Houghton has a penchant for last year's lines: he can buy them cheaper, and sell them cheaper, and still retain a good margin. However, Leyman Electric Co. does display and sell the latest offerings of RCA-Whirlpool, Westinghouse and Amana. Admittedly, they display the "lat-

est" more than they sell it, particularly during the changeover season at the beginning of the year, but they do insure their "appliance headquarters" name by buying the new items.

Having merchandise on hand is one of Leyman Electric's biggest sales tools; knowing what it costs is the other. Right in the middle of the display area is Glen Watson's desk, and right next to the desk is his Kardex inventory system. Before every sale is consummated, and particularly before any "rock-bottom" prices are given, the Kardex gets a quick check. The card shows how many units are in stock and what was paid for them. A rough 30 percent is added to the inventory price, depending on just how the price breaks.

Because his store is well outside the usual foot traffic in Huntington's business district, Houghton is never all cluttered up with "just lookers," instead gets a comparatively steady stream of people at intervals which allow full sales effort to be employed.

Trade-ins at No Value

Houghton figures his prices to make a profit without a trade-in, and inventories all traded-in merchandise at no value. In the usual case, say for a refrigerator, Leyman people go through the forms of asking about the trade-in, getting an idea of its condition and age, but it's not really important to profits on this one sale.

When the unit comes in, it is stacked on the side until the service department can get a look at it. The junk is junked, and is given away for the hauling charges. The passable units will often get a coat of paint, light bulbs replaced, new belts and gaskets, etc., and sell for \$50 to \$75; very clean items go into the classified ads after a thorough cleaning. Some \$25 items are kept, too. Schoolboys do the clean-up work; an auto-painter does the spraying after-hours; and Leyman's regular service crew does the small reconditioning chores during slack time, never spending much time on the appliance. However, they do make sure it works, and will continue to do so. This is necessary because Leyman's guarantees all used merchandise for six months, for either cash or as a trade-in. He's never lost on this deal. Moreover, whatever Leyman Electric collects for the used merchandise is gravy, since the original deal left a profit, and the firm has only some odd-time service, an hour or two of schoolboy help and perhaps half an hour of painter time in the unit.

Leyman Electric is a white goods

house, with the major part of the volume in laundry and refrigeration equipment. Items many dealers classify as white goods—water heaters, softeners and iron filters—are sold by the plumbing department, which is one way Houghton keeps his three departments somewhere near even in profits. However, the firm does handle two major lines of TV—RCA and Westinghouse—and a full selection of radios.

TV May Go

TV is on trial at Leyman Electric this year. If they don't move 350-400 sets, they might quit it, Houghton says. They sold some 50 sets last Christmas, but have been unable to make the TV volume settle down to steadiness. Radios went very well, though, and Houghton is happy with them. This is another appliance that he advertises under \$20 and sells at over \$35, though he does have the low-price items on hand. In fact, rather ruefully, he points to quite a number of the low-price models he'd just as soon sell.

The Leyman Electric service department doesn't bother with TV. Service is farmed out, including set-up. Leyman's delivers and unpacks the set, puts it where it's wanted and plugs it in to see if it works, then forgets about it. They then notify a local serviceman, who checks the set and makes any needed call-backs at a flat \$3.50 charge. If, after set-up, something else goes wrong, Leyman's absorbs the cost of one more call, perhaps two. "We're big heroes on TV service," Houghton says. "At \$3.50 a call, we won't get hurt, and we collect for warranty parts religiously."

Carload Prices

Most of the Leyman Electric volume is originally bought in carloads. In his biggest line, Westinghouse, he also has the "fill-in privilege" of buying one or two at a time at the carload price "within reason." He also does some car-splitting with dealers in surrounding counties.

Houghton usually buys with his eye on promotion, but goes heavier at the high end. He buys all the "deals" offered, and has enough of these units to sell, but really concentrates on step-up models. "We can't get away with just one or two of any 'specials,'" he says. "We have to take just a small profit on the advertised items. We'd never make out selling what we advertise."

A close watch on Indianapolis and Fort Wayne markets through the newspaper advertising helps Houghton buy. When a price deal
(Continued on page 72)

New
profit
line!

Flexible modular units by **i-XL**

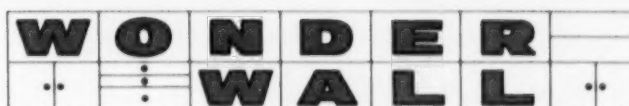
...a totally new concept for expanding your business



i-XL pre-built, pre-finished cabinets for customizing HI-FI, TV...dozens of other uses!



THE I-XL FURNITURE COMPANY, INC. General Sales Office: 67 W. Division St., Chicago 10, Ill.



A new high-profit line of modular hardwood cabinets that can build ordinary appliance sales into big packaged money-makers. Luxuriously finished and designed with 2-side utility, they furnish, divide and provide needed storage space. Any or all of the 15 basic units can be used individually or grouped. This flexibility lets you tie in WONDERWALL with every appliance, radio, phonograph and TV you sell, *plus* brings repeat business from customers who may add more units later on. Thus you get *extra profit* on a *high mark-up* item over and over again.

Distributorships still available in a few good territories.

<p>Write today for full color catalog with detail drawings</p> <p>MAIL COUPON TODAY</p> <p>i-XL</p>	<p>I-XL Furniture Co. 67 W. Division St., Chicago 10, Ill.</p> <p>Gentlemen: Please send me complete details, price list and catalog ST100.</p>	
	<p>My Business is _____</p>	
	<p>My Name _____</p>	
	<p>Street _____</p>	
<p>City _____ State _____</p>		

In Philadelphia, buying begins at home



The Bulletin goes home...delivers more copies to more families every seven days in Greater Philadelphia than any other newspaper

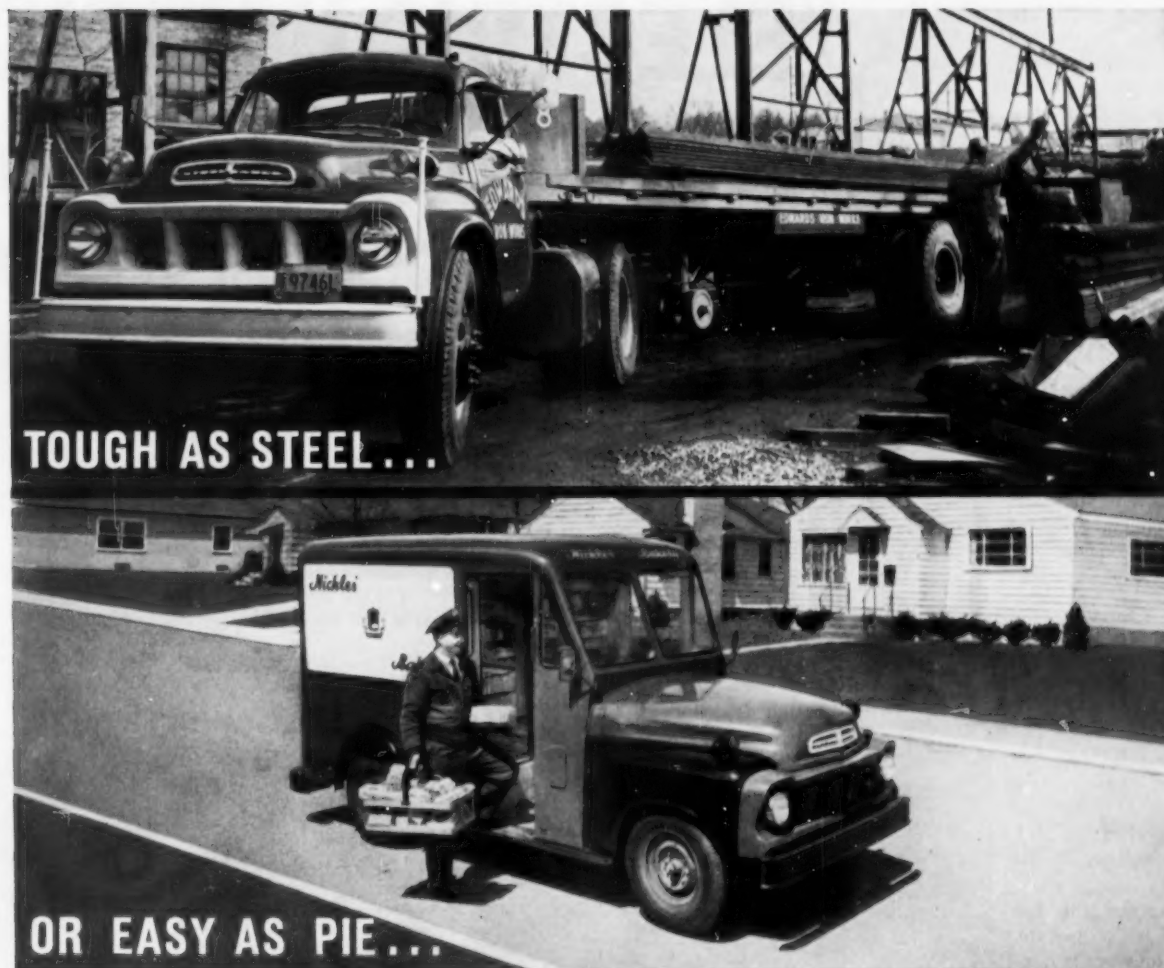
Room air conditioners are only one of the many home appliances for which the people of Greater Philadelphia spend \$276,234,000 annually. The way to reach these people is through the advertising columns of Philadelphia's home newspaper — The Evening and Sunday Bulletin. You can give your advertising the added impact of *R. O. P. spot and full COLOR* —evening and Sunday—seven days a week!

The Bulletin exerts a powerful influence on the buying habits of its readers. Philadelphians like The Bulletin. They buy it, read it, trust it and respond to the advertising in it. The Bulletin is Philadelphia's *home* newspaper.

Advertising Offices: Philadelphia, 30th and Market Streets • New York, 342 Madison Avenue • Chicago, 520 North Michigan Avenue

Representatives: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco • Seattle

In Philadelphia nearly everybody reads The Bulletin



DELIVERIES COST LESS WITH STUDEBAKER TRANSTARS

SIX WAYS BETTER THAN THE NEXT BEST TRUCK

- 1 **Better Economy**—long life, low operation costs, easy maintenance for more profit per mile.
- 2 **Bigger Payloads**—trucking's widest "clear floor" pickup box . . . high pay-load-to-weight design in all models.
- 3 **Greater Safety**—enclosed safety door-step, safety dash pad . . . Optional Twin-Traction Drive & Automatic Hill Holder.
- 4 **Easier Control**—cross link variable ratio steering, better braking for safer, faster runs.
- 5 **Smoother Ride**—two-stage springs, hydraulic shock absorbers standard equipment on light-duty models.
- 6 **Better Deal**—from break-in to trade-in, starting with low, low prices!

LET YOUR STUDEBAKER DEALER
PROVE IT TO YOU NOW!

Owners in all phases of trucking have discovered they earn more . . . save more . . . when they're operating Studebaker Transtars.

Only Studebaker Transtars offer such features as: the widest clear floor space in pickups, cargo decks

7½ feet wide on stakes 1-ton and up, and unique Twin Traction.

No matter what your trucking needs—½-ton pickup thru 2-ton H.D. Transtar models—you'll save when you buy, while you operate, and when you trade a Transtar.

Transtar ½-ton Pickup with exclusive Twin Traction. Eight Transtar power-and-performance choices cover every trucking job from multi-stop delivery to cross-country hauling. Super-saving Sixes start at 92 hp; brawny V-8's go all the way to 192 hp.



Studebaker-Packard

CORPORATION

Where pride of Workmanship comes first!

CONTINUED FROM PAGE 68

shows up in the ads, he watches for it to come 'round to him, and prods his suppliers for it. When he finds out how the deal worked, he gets a piece of it for himself. One recent deal he's looking for is a \$49.95 garbage disposer advertised in Indianapolis. Houghton now has the same item at \$69.95 and isn't moving any. Eventually, he'll get some disposers at that low price, even though he'll have to buy more than he ordinarily would.

Houghton also buys distress stocks of traffic appliances, kitchen clocks, small kitchen tools. He gets his 88 cent days out of these, his special leaders, and promotional items. Buying them at distress prices, he finds he can cut the price of a mixer, for example, to just half the suggested list price, and still make \$5 on the unit.

Houghton looks at all these activities philosophically, figures he won't be handling them personally much longer. His goal is to "just plain manage," and he has just about managed the appliance department to the point where its manager can take over in the merchandising end as well as he has in the service end.

Houghton's prime goal is to ease himself out of the active picture. The only activities he permits himself now are signing checks and making out sales tickets, plus promotion and advertising programs. He looks at everything, of course, but, if he can help it, he "doesn't add two and two." That's probably the only "secret" he's got, he thinks. He spends all his time thinking about the business, planning, scheming, figuring. He's not a salesman, a bookkeeper, an accountant, a service man or the fellow who opens the store in the morning. He has some ideas on successful operation of an appliance business—low overhead, high volume, heavy advertising, good service, knowing the facts, and riding whatever windfalls develop—and he spends all his time seeing to it that his business follows his ideas. *End*

1907...

Fifty years is a long time in any man's language, but it has served the editors of ELECTRICAL MERCHANDISING, past and present, with adequate insight into the history and problems of the electrical appliance industry. Next month . . .

"ELECTRIC HAIRCUTTERS

JOIN THE PROFIT PARADE
NATIONALLY ADVERTISED

Supreme
JOINS THE ASR FAMILY
OF PRECISION PRODUCTS



Supreme Special Clipper Set includes electromagnetic clipper in a shockproof plastic case, hard chrome-plated Swedish steel blades, professional shears, crewcut attachment, comb and oil.

Suggested Retail Price **\$12⁹⁵**



The Supreme Super Clipper Set features electromagnetic clipper with nylon case, hard chrome-plated Swedish surgical steel blades. Also professional shears, crewcut attachment, tapered comb, neck apron, brush, oil.

Suggested Retail Price **\$14⁹⁵**



Supreme De Luxe Clipper Set features professional clipper with a powerful Universal motor and hollow-ground Swedish steel blades. Also barber shears, crewcut attachment, blade guard, plastic neck apron, brush, tapered comb and oil.

Suggested Retail Price **\$19⁹⁵**



Supreme Professional Clipper has high-carbon Swedish steel blades. Heavy-duty Universal air-cooled motor, has geared drive for uniform cutting. Handsome cordovan-finished zipper case comb and shears.

Suggested Retail Price **\$29⁹⁵**



Supreme Standard Clipper Set (not shown) includes electromagnetic standard clipper, hard-chromed

Swedish steel blades, crewcut attachment and oil.

Suggested Retail Price **\$10⁹⁵**



"Do-It-Yourself" Instruction Book With Every Supreme Kit. Simplified, "Can't-Go-Wrong" book assures your customers easy, good-looking home haircuts, the very first time. Gives uses for the whole family!

• Supreme Clippers sold with one-year guarantee

*Chain Store Age (Drug Edition) January 1957

RS TOP SELLING ITEM,"

MADE WITH Supreme-FIRST AND ONLY USED ELECTRIC HOME HAIRCUTTING KITS

says Chain Store Age*

YOUR CUSTOMERS SEE TV COMMERCIALS LIKE THIS ON ALL THESE OUTSTANDING SHOWS:

★"GAME OF THE WEEK"—Major-league baseball televised every Saturday over 165 CBS television stations!

★"MEN OF ANNAPOLIS"

★"I LED THREE LIVES"

★"MR. DISTRICT ATTORNEY"

★"THE CRUSADER"

★"HIGHWAY PATROL"

★"RACKET SQUAD"

★"SCIENCE FICTION THEATRE"



VIDEO: OPEN ON CLOSEUP OF TWO BOYS FACING AWAY FROM CAMERA: BOTH NEED HAIRCUTS.

AUDIO: YOUNG MOTHER (VOICE OVER) Children!...Time for haircuts again!



VIDEO: BOYS RUN TO MOTHER, ONE GETS ON STOOL. SUPREME KIT RESTS ON KITCHEN TABLE.

AUDIO: A mother's cry of "Haircuts again" used to cost money, take time... but things have changed!



VIDEO: CLOSEUP OF KIT. WORDS LEAVE CARTON, FILL SCREEN:

AUDIO: ...with the Supreme "Electric Home Haircutting Kit"... it's easy to cut your children's hair...and save more than \$50 a year!



VIDEO: CLOSEUP OF ONE BOY.

AUDIO: You get electric clipper, scissors, comb, brush, neck apron, instruction book and a special attachment gives you crewcuts... just like a barber's!



VIDEO: CLOSEUP OF DAD ON CHAIR. MOTHER USING CLIPPERS ON NECK.

AUDIO: The Supreme Home Kit's for Dad, too! Extends the time between his haircuts. Keeps him well groomed.



VIDEO: LINE OF SUPREME KITS. PARENTS' SEAL OF APPROVAL.

AUDIO: Supreme Electric Home Haircutting Kits bear Parents' Commendation Seal. And they're priced to fit every pocketbook.

PRECISION **ASR** PRODUCTS

Order a complete line of Supreme Electric Home Haircutting Kits from your wholesaler salesman today, or write for further information: American Safety Razor Corp., 380 Madison Ave., New York 17, New York.

1,747 Dryers

CONTINUED FROM PAGE 49

view as is the extra cash he'll get to push an item," insists Gayle.

Utility Incentive, Too

Gulf States also created additional incentive among its own sales representatives. In one divisional office, the men were entitled to one draw for each dealer sale in their district from a "Smile Jar" which contained money capsules valued from 50 cents to \$5.

Dealers were given complete advertising support from Gulf States. Fifteen newspaper ads were run in each of six daily newspapers and six ads appeared in several weeklies during the two-month period. Radio commercials were concentrated and timed on a saturation basis over 21 stations. Television came in for its share with the six stations in the service area promoting dryers. Last but not least, outdoor display advertising signs were spotted throughout the five divisions in Texas and Louisiana.

And of course, considerable in-store and window display material was furnished to all dealers. Kits included streamers, banners and pennants from Edison Electric Institute.

Monthly Bulletin Issued

A monthly bulletin kept dealers up to date on the promotion's success. The initial copy of the utility's "Matchless News" informed them of the program's sales aids and explained the procedure on the free bulbs. The cash bonus and advertising schedules also were given, the latter in order that dealers would have sufficient time to plan their own tie-in ads. Subsequent issues gave the breakdown on divisional sales in relation to quotas in an effort to instill a competitive flavor among the 5 divisions. The Baton Rouge division, incidentally, topped its quota in less than half the time. The Beaumont division was tops with 197.4 percent. All divisions went over their quotas.

"We had a lot of fun," concludes Gayle, "and we sold a lot of dryers. It certainly was worth the effort." *End*

1957...

in a special, Golden Anniversary issue, ELECTRICAL MERCHANDISING will bring its readers a look at the past fifty years of the industry, and, in addition will take a peek into the future and assess what may lie ahead in the next fifty years.



New General Electric to get your full share of

*Realistic Big Ticket Plan, available through
the help you need—from*



For as little as \$180.00—a 10% down payment—you may be able to put a G-E Display Kitchen like this on your floor. And that's only the beginning. Read these pages and find out more!

TODAY'S astonishing kitchen appliance market, with its heavy trend toward *complete* kitchens, is big, booming—and begging for attention.

Its surface has barely been scratched.

Now Big Ticket comes up with a complete program of all-out assistance to let you capitalize on this opportunity. Now you can sell the *most wanted line* of complete kitchens—practically on a shoestring.

We're not asking you to swallow that whole. We want to tell you what you get on Big Ticket—from beginning to end.

First of all: realistic financing. Big Ticket begins by giving you the most effective selling tool in the business—a sparkling General Electric Display Kitchen—on credit terms available through General Electric Credit Corporation.

For instance, for as little as 10% down, you may be able to put a display kitchen on your floor. That's *all* the inventory you need. Your General Electric distributor supplies the units you sell *as you sell them*.

How do you pay for these sold units? Under its Work-in-Progress Plan, General Electric Credit Corporation will finance your total outlay for major appliances until your customer's kitchen is completed and accepted.



You sell without inventory! Your General Electric distributor supplies all appliances *as you need them*.



You sell the most preferred line in the business! Independent surveys prove General Electric ranks first with women.



You sell the most pre-sold appliances! Wherever you look—or listen—there's G-E Major Appliance advertising.

sales plan helps you the rich, ripe kitchen market!

*your General Electric distributor, outlines all
floor plans to finance plans!*

Now . . . about customer financing: New General Electric Credit Corporation Kitchen Modernization Plan lets you sell for as low as 10% down with less than typical monthly car payments spread over not 1, not 3, but 5 full years.

To help you handle installation—and get the extra profits that go with it—your General Electric distributor's factory-trained specialists will work day-by-day, step-by-step with you on selecting and setting up a complete installation staff.

That's only the beginning. General Electric distributor experts will be at your service to help plan your kitchen layouts, color schemes, decoration, design. They'll make estimates, blueprints, supply color swatches, even give suggestions on painting and floor covering.

If you wish, you can take advantage of a complete selection of hard-selling mat ads, radio scripts, full-color promotion slides, and a full-length technicolor movie for use at women's group meetings.

And what a line of kitchens you'll sell! The General Electric

line is years ahead in style, completely integrated in color and design, packed with more sales features than any other line in the industry.

Think it over. This market features a high margin profit picture. When you sell complete kitchens, you're not competing on a single-appliance *price* basis. You're dealing on a *service* basis in the sale of *tailored multi-appliance units*. And the man who can supply the service in this new field is the man who can get the sale—and the whopping, multi-unit *profit*.

The big beauty of Big Ticket is that it makes it possible for *you* to supply that service and still have time to do the job you do best—*sell*.

Add it up. This booming kitchen business can make a big difference in your career. Get in on the ground floor—*now*.

See your General Electric distributor—or send in the coupon. General Electric Co., Home Bureau, Appliance Park, Louisville 1, Kentucky.

YOU GET ALL THIS . . . AND MORE

- 1 Delivered to you for as little as 10% down—a new General Electric Display Kitchen.
- 2 Liberal customer finance plans—up to 5 years.
- 3 No inventory problems—you simply order from General Electric distributor warehouse.
- 4 Plans—plus color, flooring, painting suggestions.
- 5 Most pre-sold line in the business.

General Electric Company
Home Bureau
Appliance Park, Louisville 1, Ky.

Gentlemen: I want to know more
about your new Big Ticket Plan.

Name.....

Address.....

City.....State:.....

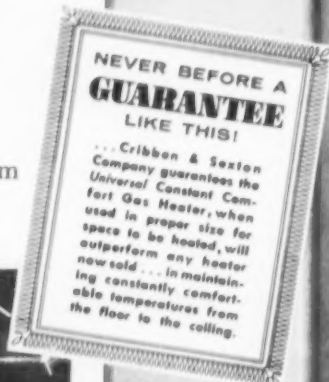
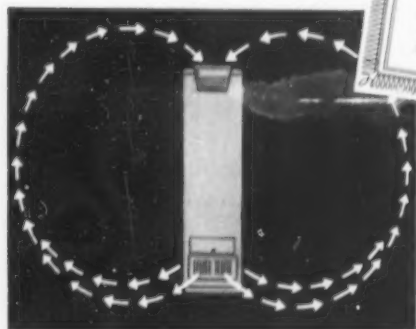
Live Better . . . electrically

GENERAL  ELECTRIC

The sale is built in Universal

Constant Comfort GAS HEATERS

- Revolutionary new heating principle!
- Guaranteed to outperform any other heater!



This is it:

pre-heated ceiling air is drawn in through the top by fan action, filtered, forced downward through the heater, and delivered through floor-level vents to rise again and flood the entire room with even, thermostatically controlled heat.

6 more *Universal* Extra-Value features that help build in the sale!



New convenience!
Simplified, eye-level controls up out of the children's reach.



New safety!
Fiberglass insulated steel cabinet stays cool, and is safe to touch.



New freshness!
Heats and delivers only freshly filtered air—clean, healthful.



New comfort!
One front vent and 2 adjustable side vents spread heat evenly.



New space-saving!
Fits in far less space than conventional type "space heaters."



New utility!
Also operates as an air circulator during hot summer weather.

3 Models Provide Just the Right Amount of Heat for Varying Needs

A Product of CRIBBEN & SEXTON COMPANY

Makers of Famous Universal Gas Appliances
700 North Sacramento Boulevard, Chicago 12, Illinois

CALL YOUR DISTRIBUTOR

\$12,500 in Power Mowers

CONTINUED FROM PAGE 51

nate in that one of his technicians is a naturally skilled mechanic to whom a mower motor is an open book.

Limited Lines

Important, too, is product. George selected his two lines with care. Both have prestige. Both are comprised chiefly of lightweight electrics and easy-to-operate four-cycle machines. The Worcester dealer steers clear of two-cycle mowers, because he feels that preparation of the fuel mixture of gas and oil by the user allows too great a margin for error. If he did sell them, every time the wrong proportion was used a roundly fouled-up machine would be apt to land in his lap, he reasons.

Since Sunbeam is fair traded with sincerity under the Massachusetts Fair Trade law, Blondin's faces no competition on it from discounters, who, in the Worcester area, at least, have been unwilling to go along with the manufacturer's universal fair trade contract system. By the same token, George must sell the line at list, can ad lib with it only through trade-ins.

Moto-Mower, on the other hand, is in the discount houses. To compete, he must sometimes cut price. But when he does, he trims service to match, putting it in writing that no service beyond the manufacturer's warranty goes with the machine, and making it a cash-and-carry transaction. The Moto-Mower line usually includes a promotional drop-in with no sug-

gested list. George uses this one as a leader, and to work trades in which the profit margin of the prospect's old machine is obviously low.

Trade-Ins Accepted

Blondin's trade-in volume climbs every year. In figuring allowances, George and his salesmen use the "blue book," *The Lawn Mower Trade-In Guide*, printed in Mishawaka, Ind., by Abos Publishing Company. This catalogs the list price, fair condition value, good condition value and suggested resale markup of nearly every rotary and reel-type mower marketed. It guides the Blondin staff safely through the jungle of scores of mower manufacturers, hundreds of models.

They use the blue book as black-and-white "proof" of the fairness of allowances, and to verify list price claims. In addition, they've sold more than a few doubtful prospect, by showing the allowance recommended in the book, then exceeding it by a few dollars.

"Loaner" Psychology

George reserves four or five trade-ins for use as "loaners" to replace machines which must be benched for repairs. This doesn't happen often (he has experienced about six breakdowns per 100 mowers), but when it does, Blondin's drops off a free loaner as it picks up the breakdown. "We don't let our customer's grass grow," George smiles.

(Continued on page 80)



"BY THUNDER, CHARLIE, WE DO HAVE THE WRONG ADDRESS, LOOKS LIKE WE'LL HAVE TO TAKE IT AWAY... SOON AS I WIPE MY BROW. BOY, IT'S HOT—WELL, LET'S GO..."

STARTING POINT FOR SUCCESSFUL SELLING



You're on your way to great new profit possibilities when you attend the International Home Furnishings Market in The Merchandise Mart, June 17-28. In this, the nation's greatest market place, you're surrounded by the showrooms of all the leading manufac-

turers, laden with the latest, the most-wanted, the most profitable lines in every segment of the home furnishings field. Over 35 acres of showrooms await you; do all your buying under one roof in air conditioned comfort at the starting point for successful selling...

The Merchandise Mart

CHICAGO

Free buses • 42 elevators • Restaurants • Shops • Every service for your convenience

SO GOOD, WE WANT

TERRIFIC NEW EUREKA SPECIAL ROTO-MATIC



THE SENSATIONAL NEW
EUREKA
Special Roto-Matic
MODEL 860

ONLY
\$ **49⁹⁵**

COMPLETE WITH EXCLUSIVE
ATTACH-O-MATIC CLIP-ON TOOLS

JUNE, 1957—ELECTRICAL MERCHANDISING

YOU TO TRY IT FREE

AT A NEW LOW, LOW PRICE—ONLY \$49⁹⁵

Send for Your 10-Day Free Dealer Trial Now —Freight Prepaid!

Yes, absolutely no obligation on your part. Simply mail the coupon below. Your Eureka Distributor will deliver to your store this gorgeous new SPECIAL ROTO-MATIC for 10 days free trial. Transportation charges prepaid! No strings attached!

Give this red-hot new Eureka every test. Show it to friends and customers. See how easy it sells! Then decide if you want it for special promotion in your store—full profit on every sale! Act now. This unusual dealer offer is limited.



EUREKA WILLIAMS CORPORATION
BLOOMINGTON, ILLINOIS

**NEW BIG EUREKA
\$49.95 NEWSPAPER ADS**

...will enable you to dominate sales
in your market and quick.
Available in 3 sizes: 21"—39"—62"!

MAIL 10-DAY TRIAL COUPON AT ONCE!

**OTHER EUREKA MODELS
FOR STEP-UP SALES!**

Eureka Super Roto-Matic \$69.95
Eureka Super Automatic \$89.95

Special This Week! SENT TO YOU ON
10 DAYS HOME TRIAL
WITH MONEY BACK GUARANTEE
TO INTRODUCE THE
SPARKLING NEW 1957
EUREKA
SPECIAL Roto-Matic MODEL 860

New cleaning power! New convenience! New beauty in gorgeous iridescent yellow and silver grey. Yours now at the sensational low price of only \$49.95, complete with tools. You'd expect to pay \$20 to \$30 more for such a cleaner.

Special!
NEW LOW PRICE!
NEW! GREATLY IMPROVED!
A TREMENDOUS VALUE!
Look what you get!

- New Power—1/2 H.P. Motor
- New Easy-Glide Rug Tool with Special Floor Brush
- New Vinyl Hose Swivels
- New Large Exhaust Vent
- New Air-Diffuser Clamp
- New Zip-Clips Open Top
- New Suction Reducer
- New Tools Ride on Cleaner
- New Quiet—No Vibration
- New Beauty—Color and Design
- New Deluxe 7 Piece Set of Cleaning Tools

ALL THAT'S MODERN
IN ONE CLEANER!

NOW ONLY
\$49⁹⁵

10 DAYS HOME TRIAL OFFER!
We want you to try this new Eureka in your home for 10 days. Clean everything! If you are not completely satisfied—simply return the cleaner. Your money will be gladly refunded. Special this week!

See live demonstration at our store at once or
PHONE INSERT PHONE NUMBER
IN MATCHING TYPE FACE
FOR 10 DAY HOME TRIAL!

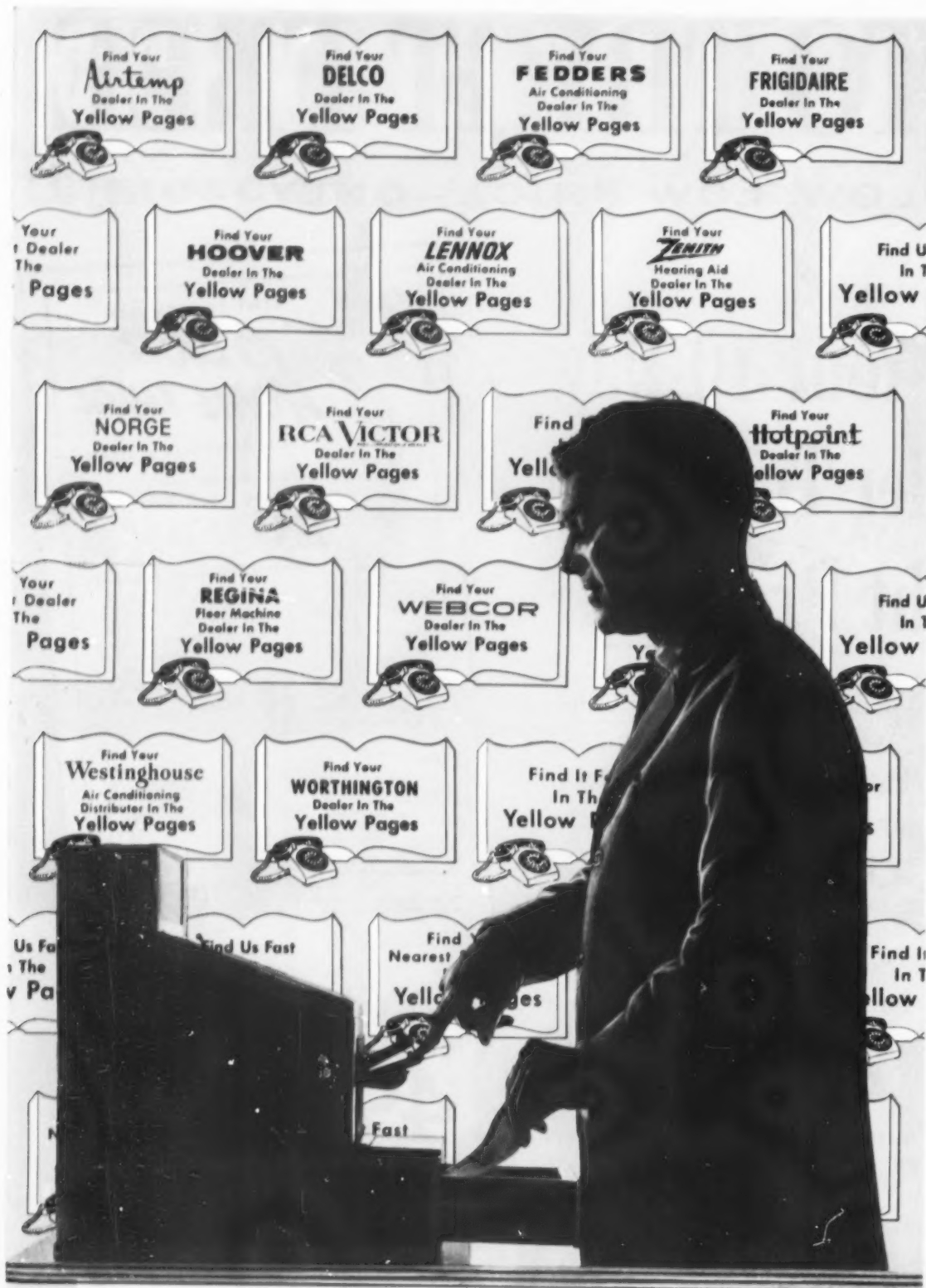
SMALL DEPOSIT
\$1²⁵
per week
Money Back Guarantee

DEALER'S NAME
and address

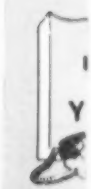
Eureka Williams Corporation
Dept. A, Bloomington, Illinois

Without obligation and with transportation charges prepaid, please deliver a sample new Eureka Special Roto-Matic Model 860 on your special 10-Day Free Trial Offer.

Dealer _____
Street _____
City _____ State _____
Ordered By _____



It Fast
The
Page



Us Fast

EVERY TIME people in your community see the Yellow Pages emblem, more of them become buying prospects who reach for the Yellow Pages to find where to buy. That makes your own Yellow Pages advertising more profitable.

THE YELLOW PAGES EMBLEM is advertised throughout the year. Special advertisements feature it in Better Homes &

Gardens, Life and The Saturday Evening Post in June, July, and again in the fall. Thousands of leading firms display it in their newspaper, magazine and television advertising.

PROFIT from this year-round tie-in promotion campaign by displaying the Yellow Pages emblem in your advertising, on your store front and trucks. Call the Yellow Pages representative at your telephone business office for full information.

Power Mowers

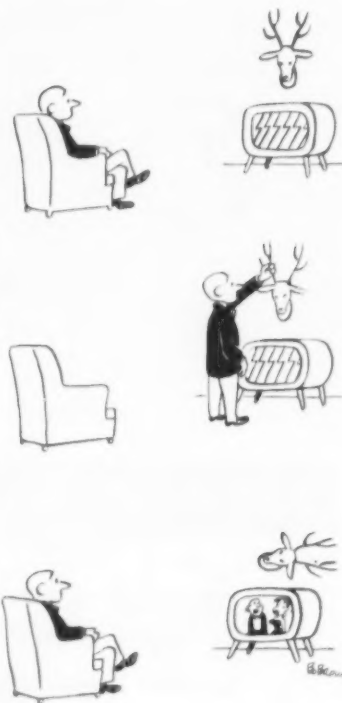
— CONTINUED FROM PAGE 76 —

Loaners are kept tuned up, fueled and ready to go. Blondin's loans electrics for electrics, gasoline models for gasoline models, always giving the customer a machine he knows how to run. Though all the loaners are in good condition, none is "apple pie," and there's a reason. George believes that using a mower that's a few years older and a bit noisier than his own machine primes the customer to welcome his own back with open arms, and to be quite satisfied with the repair job which has been done.

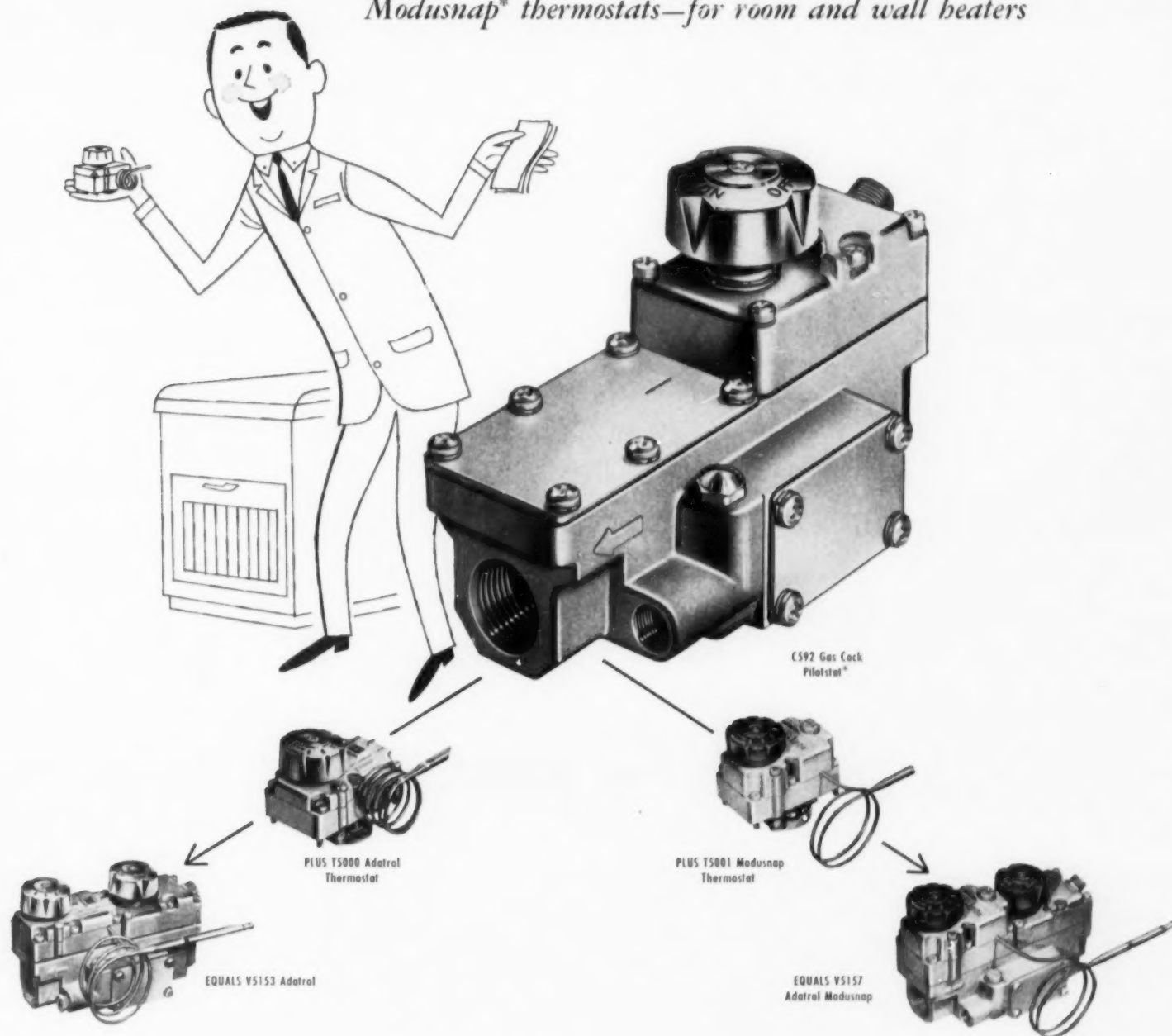
Balance Factor

Last year more than 3,000,000 power mowers were sold nationally for nearly \$253,000,000. George Blondin's share in this booming business has helped provide balance against the summertime slowdown of his TV operation. He finds markup good (his two lines give him tops of from 25 to 35 percent, depending on quantities) and the market excellent, thanks to the low saturation, moderate pricing and tremendous consumer appeal of the product.

"There's money in mowers," says George, "but you've got to dig for it. You've got to know how to service as well as sell. You've got to be set up to put trade-ins in shape and move them. If you don't mind getting your hands dirty, there's money in mowers." End



New Honeywell Adatrol offers either snap-action or
Modusnap* thermostats—for room and wall heaters*



Honeywell Pilotstat with choice of add-on thermostats helps you*

double profits in 5 minutes

- *Easy to sell*—You can now offer Adatrol with snap-action thermostat or the new Adatrol-Modusnap which has both snap-action and modulating control. You sell *every* customer because you offer the *specific* thermostatic control best-suited to individual needs. You can sell budget minded customers the pilotstat *now*—and their choice of add-on thermostats later.
- *Easy to install*—Five minutes is all it takes to install either

Adatrol or Adatrol-Modusnap—based on actual tests.

- *Easy to double your profits*—You double your profits when you sell room and wall heaters *with* either Adatrol or Adatrol-Modusnap.

To order your Adatrol or Adatrol-Modusnap, or to get further information, call your local Honeywell office or write to Minneapolis-Honeywell, Dept. EM-6-150, Minneapolis 8, Minnesota.

*Trademark

Honeywell



First in Controls

BIG IN AIR CONDITIONING

CONTINUED

had hobbled it the year before. To clear Shawmut's decks for action this year, he organized a complete installation and service force during the winter of 1956-57.

Solution to Installation Problem

First, he had his four regular white goods and TV technicians trained in air conditioning. Then he assigned one of his four deliverymen to each serviceman, creating four two-man delivery, installation and service teams, each able to make an average of four normal installations a day.

Teams travel in station wagons or light trucks which can carry up to four units, a day's work. Normally, a crew delivers and installs the units assigned to it. But an alternate plan for use in a mid-summer run on air conditioners will find Shawmut's big van rumbling on ahead, delivering coolers at customers' houses, while crews follow up to install them.

It has taken \$300 in special equipment and a lot of personnel training and reshuffling to put Shawmut TV & Appliance Center in the air conditioner installation business, but the investment has been a good one. From order to installation, sales are handled quickly and expertly. The firm's promotional promise of installation within 24 hours of purchase has been extended to air conditioners, with a marked effect on sales.

This year, Shawmut's standard "Gold Seal" service policy will be applied to room coolers sold by the firm. The policy was formulated in 1956, largely as a competitive device against the spread of cut-price merchandising in Boston. As an independent, Jacobs was caught in the crossfire between discounters and promotional department stores. He could meet their prices, but to advertise at discount levels would mean an end of his co-op money, and advertising was the heart of his operation.

The Gold Seal service policy proved to be an at least partial solution. It covers delivery, installation, 10-day exchange privilege, and labor for the duration of each component's warranty, up to one year.

As it's used by Shawmut, the policy serves the interest of both customer and store. It protects the former's purchase, the latter's ad-

vertising. The advertised and displayed price of each brand-name TV and white goods piece is the suggested list price, qualifying the item for co-op funds. This price includes the service policy, and it's the level at which Shawmut salesmen try to work their sales. But for prospects interested in price alone, the value of the service policy is cut from the advertised or marked price, the trade-in allowance is deducted, and Shawmut is in competition with discount houses—getting the prices they get and giving no more service than most of them give.

No Service on Discount Sales

In sales of this type, Shawmut will deliver the piece for \$5 or \$10 extra, depending on the distance involved, but that's the extent to which the firm will split its Gold Seal service policy. It will not handle installation without a contract for service, nor will it service units it did not install.

Use of the policy in room air conditioner sales varies somewhat from the above. Only the leaders in Jacobs' ads carry prices, and there's no co-op money to worry about there (though the policy is built into prices of units on display). Secondly, people buying air conditioners without D., I. and S. are few and far between. The coolers are too heavy for their backs, and the installation too technical for their brains, Jacobs has found. Ergo: most air conditioners are sold with service policies.

D.I.S. policies on air conditioners are priced according to the units' sizes: \$24.95 for a ½-ton model; \$29.95 for a one-ton; \$34.95 for a 1½-ton; and \$39.95 for a two-ton cooler. Most of the firm's volume is in ½-ton units. For them, D.I.S. charges of \$24.95 are figured at \$4.95 for delivery, \$11 for installation and \$9 for service. This is based on rates the company paid to installation firms last year.

Jacobs knows he's operating close to his vest here, but he views service as a volume builder, not a money maker. Last year, for example, Shawmut's total service operation cost some \$6,000 (most of which was charged against service policy sales). But a far larger figure in the profit column is ascribed by Jacobs to the fact that Shawmut's fast, expert brand of service was available, to be used by customers

and "sold" by salesmen.

When a tough air conditioner job looms, the salesman makes it clear that the Gold Seal service policy allows only \$11 for installation, and that any appreciable work done by the Shawmut crew in excess of that amount will be charged for at a rate of \$4.50 for the first half-hour and \$5 an hour thereafter. Alterations beyond the capabilities of Shawmut technicians are treated as private matters between the customer and whatever contractors he may wish to employ. But the salesman can usually avoid difficult installations right from the start, by judicious use of his size calculator and load tester, as well as the complete assortment of spec sheets and line folders he carries, representing nearly every major brand on the market.

Though Shawmut stocks only RCA Whirlpool, General Electric, Emerson and Fedders (in addition to its leaders), it can furnish almost any model in any line.

C.O.D. Service Only

Joe Jacobs, who manages the firm's service department, estimates that his men complete nine out of 10 calls in the home. Regardless of the time spent there, out-of-warranty TV calls are flat-rated at \$4.95 or \$5.95, depending on distance, and white goods calls at \$5.50.

Service is conducted on a C.O.D.-only basis. Each technician carries a statement book in which he makes out bills in triplicate. The first copy is receipted at once and given to the customer; the second is placed in the customer's file at the store for reference in case of subsequent calls; and the third remains in the book as the serviceman's record. Both parties sign all copies.

Until a few months ago, 90 percent of Shawmut's volume was

done on credit. Today, that figure's down to 60 percent, a cut which Ben Jacobs ascribes to Boston's "new look" of discount merchandising. Discount shoppers, it seems, have come to believe they must pay cash. This idea, which, in the Boston market at least, is mistaken, doesn't distress Mr. Jacobs.

The way he handles his credit operation reflects his theory that Shawmut remains associated with every credit sale until the contract is terminated or fulfilled. He studies each credit application and tries to match the prospect with a financing source that's especially suited to him.

Credit to Fit the Buyer

Jacobs has several credit sources. The best is a large Boston bank; the rest are commercial loan companies which, in his mind, have unofficially typed themselves as to the class of applicant they'll accept.

Applications for customers with clean credit ratings are aimed at the bank, where lower finance charges and fringe benefits such as insurance and suspension of payments in case of illness will make the customer happy, and likely to stay with Shawmut in the future. The bank has recourse, but withholds no proceeds.

As far as run-of-the-mill prospects go, Jacobs has learned there's a commercial loan company for nearly every type of credit rating. One accepts people with records of slow but sure paying. Another spurns these, but welcomes applicants with good salaries and not-so-good credit ratings. Another smiles on those with small incomes but good paying records. Still another takes servicemen, while a fifth is glad to carry the self-employed and those who work largely on tips. Thanks to Jacobs' financing insight, Shawmut applications are rarely rejected.

The firm's room air conditioner operation has no place for rentals. Jacobs considers them a losing proposition, when costs of maintenance, depreciation and installation, as well as the lack of a positive method of turning them into sales, are taken into account. With trade-ins, though, it's a different story.

This year, Shawmut launched an air conditioner trade-in program, with varying allowances offered on old units and fans. As a trade-in traffic builder, replacement filters are advertised at or near cost. Though starting slowly, the program has helped Shawmut establish a number of new customer contacts. Jacobs plans to promote it heavily next year, largely for building early-season sales. End



"THEY'RE PRETTY STINKY ABOUT THEIR FRANCHISE, AREN'T THEY?"

New RCA WHIRLPOOL WASHER-DRYER

*Main Drive employs New Concept
in Power Transmission*



Instead of shifting gears (which have been eliminated), the new revolutionary RCA WHIRLPOOL Washer-Dryer Combination uses an ingenious and yet extremely simple Variable Speed V-Belt drive. Quiet-running Dayton Variable-Speed Cog-Belts* do the rest . . . smoothly changing the cylinder speed from 45 rpm while rinsing to 200 rpm in the spin-dry cycle.

This new RCA WHIRLPOOL introduces the first truly automatic washer-dryer combination on the market. Under the gleaming cabinet is a simple, fool-proof mechanism that washes clothes

with a remarkable new spraying action and automatically redistributes an out-of-balance load.

If the load is out of balance, a delayed-reset switch is tripped and the cylinder automatically returns to tumble speed. Tumbling lasts for 13 seconds—long enough for the load to redistribute itself—then the switch resets and the load is spun dry.

Whirlpool designers—using the Dayton Variable Speed Cog-Belt—have perfected a smooth, silent, automatic variable-speed mechanism that virtually spells out big sales this year.

*T. M.

© D. R. 1957

Dayton Rubber

The Dayton Rubber Co., Dayton 1, Ohio
Industrial O.E.M. Division

WANTED: 200,000



Sell this big Chicago market

- 46% of all washing machines bought new* in Chicago and suburbs were bought before 1952. This represents 502,000 washing machines which are more than 5 years old!
- 62% of all non-automatic washing machines bought new* were bought before 1952. This represents 400,000 wringer and spinner types which are more than 5 years old!
- 11.9% of all households (or 200,000) named a washing machine as the appliance wanted next!

*Does not include 152,700 households where the present washer was bought used. Many, if not most, of these households are also good prospects for a new washing machine.

CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

new washing machines!



with Chicago Tribune sales power!

YOU don't have to create a market for washing machines in Chicago and suburbs. It's already here—waiting to be sold.

This year's big sales potential is quickly spelled out by these facts from the Chicago Tribune's 1956 Appliance Market Study.

To sell this rich market, use the proven sales power of the Chicago Tribune. With 936,000 daily circulation and more than 1,300,000 on Sunday, it goes into more homes wanting washing machines than any other Chicago newspaper.

In fact, when these families wanting washing machines next were asked, "Which Chicago newspaper is most useful to someone buying an appliance?", 55% of them said, "The Tribune!" Other Chicago newspapers were named by only 26%, 12% and 7% of the families wanting washing machines next.

Learn how you can clean up more washing machine sales in the Chicago market. Call your nearest Tribune representative.

Chicago
W. H. Hattendorf
1333 Tribune Tower
SUperior 7-0100

New York City
E. P. Struhsacker
220 E. 42nd St.
MUrray Hill 2-3033

Detroit
W. E. Bates
Penobscot Bldg.
WOodward 2-8422

San Francisco
Fitzpatrick Associates
155 Montgomery St.
GArfield 1-7946

Los Angeles
Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP, METRO SUNDAY MAGAZINE NETWORK AND
METRO COMICS MAGAZINE NETWORK



HE GAVE UP APPLIANCES

CONTINUED

ing; that'll take an hour to an hour and a half off your kitchen time every day . . ."

He personalizes everything he says for the woman he says it to, impressing her with the thought that the kitchen she commissions him to design will be created for her alone. There'll be no other exactly like it. Its appliances, base cabinets, counter-tops and wall cabinets will be placed in just the right spots and at just the right heights for her. Hours of planning will go into the selection and installation of everything required to make a complete kitchen to accommodate, suit and pamper no one but her.

Most of his prospects visit his display room at one time or another during the course of the sale. There, he sets out to make the prospect want a new kitchen by showing her just what one could do for her.

He takes her, feature by feature, through a St. Charles steel kitchen display which includes as many different components as Mr. Smith can assemble. There are bottle cabinets, linen cabinets, spice cabinets, mixer cabinets; cabinets with revolving shelves, swinging shelves, sliding shelves, half shelves; with glass doors, double doors, single left and right-hand doors; with built-in cup racks, plate rails, towel racks, garbage pails, sliding cutting boards, can-storage inserts, sliding can opener racks, breadboxes and vegetable bins, flour, meal and sugar bins.

There are feature-groupings illustrating the design policy of convenience first, such as a base cabinet with a breadbox built into its drawer and a cutting-board top, above which is a double-door wall cabinet with a wax paper dispenser on the inside of one door, a spring-type assembly for holding lunch bags (or a small cookbook) inside the other door.

There are more built-in appliances than most women have seen at one time—refrigerator and freezer, oven and surface units, vent fan and hood, dishwasher and waste disposer. For those who want the warmth of wood and the rigidity and durability of steel, there's a cabinet group of St. Charles steel units with doors and drawer-fronts of birch.

Selling in a Breakfast Nook

In one corner of the display room is a breakfast nook. Here, instead of in his office, Fred Smith sits down with prospects to discuss details, to select the cabinets, the built-ins, the colors for their kitchens. The atmosphere is perfect.

An order, or a tentative order,

sends Smith to the prospect's home to make a rough floor plan of the kitchen, showing walls, doors, windows, closets, chimney, electrical outlets and distances between these, as well as ceiling height. He takes his time, for inaccurate measurements would throw the whole kitchen off.

If it's to be a remodeling job, he notes structural changes which will have to be made, keeping an eye cocked for sloping floors and out-of-line walls. On this sketch he lists the major units around which he'll design the kitchen—built-ins, sink and basic base and wall cabinets.

Back in his office, Mr. Smith works out the entire kitchen, and draws it to scale. This is his chance to sell-up, and he puts in as many components as he feels the customer can use, being careful to make each an integral part of the kitchen, important both individually and in its relation to the whole. This makes it difficult for the customer to cut the finished plan.

Strike a Balance

In his design he tries to strike a balance between the components the customer would really use and those she'd like to have. He has no desire to load her up with fancy and expensive things she doesn't need and can't afford; nor does he wish to undersell the job. Either way, he'd be defeating his simple dual business purpose—to please his customers and make money.

From the flat plan he makes a perspective drawing ("A woman wants to see what her kitchen's going to be like, not just imagine it.")

He shows counter-tops in red for composition material, fills them in with pencil for stainless steel. He works slowly, deliberately, won't be hurried; but when the plans are done, they're accurate and complete in every detail.

Next, he makes up a schedule of materials. This is a form on which every unit is itemized by catalog number, price, size, built-in features and installation charge. These are brought to a sub-total, to which is added the estimated cost of shipping the kitchen from the factory to the customer's house. The grand total represents the complete cost of the kitchen installed.

"Installation" charges cover simply putting the kitchen into a room which has been fully prepared to take it. For this, he gets a flat rate of \$7 per conventional base or wall cabinet; \$10 for installing a cabinet for a built-in oven or refrigerator and freezer, plus something more for putting in the appliances

themselves; still another price for counter-tops. To prevent misunderstandings on this score, he stamps the materials schedule "Plumbing and alterations to walls at purchaser's expense."

"When I first went into the kitchen business," he recalls, "I gave free installation on everything I sold, and what a mistake that turned out to be. Can't think of a faster way to go broke."

Though he can estimate almost to the dollar the cost of buying and installing a complete kitchen in a new house, he's intentionally vague when asked to estimate a job involving major site alterations, such as relocating doors or windows, shoring up sagging floors, removing partitions or truing-up wavy walls. If these things have to be done, the customer is free to hire his own contractors, or the project will be contracted by Mr. Smith's sons, Leonard, a builder, and Gordon, on a separate job basis. The Smiths can handle carpentry and wiring (New Hampshire has no electricians' licensing law), while plumbing must be given to a licensed plumber.

When the veteran kitchen planner completes his drawings and materials schedule, he places them in a folder, which he takes to the prospect on his next sales tour of the area she lives in. He presents it to her, saying in effect, "This is the way I see it, but it's your kitchen. If there's anything else you'd like to have in it, I'll see that you get it." Then the two go over the plan together.

If Smith has to leave before the lady has made a final decision, he takes the folder with him, lest she pore over it again and again, and end up unselling herself.

When a sale is closed, the customer signs the schedule of materials (later, a formal contract is drawn up) and pays Mr. Smith a 20 percent deposit on his total estimate of equipment, freight and installation. If the kitchen is to go into a new house, he watches the structure's progress closely, times his order so the equipment will arrive from the factory at about the time it's ready to be installed. If it's a remodeling job, he's careful to disrupt the family as little as possible by working in easy stages. For example, he leaves the old sink piped in and has the new one placed close to it. Then, at a convenient between-meal time, the plumber makes quick work of interchanging the two.

Insured Shipments

When the factory shipment reaches Boston, Mr. Smith is notified. He goes to the bank, signs a 30-day note to cover the merchandise, and arranges for it to be sent from Boston directly to the house in which it's to be installed. At this point, the kitchen comes under the protection of the dealer's insurance, and remains covered until

the customer pays the balance of his bill. As per agreement, this occurs on the completion of the installation. Then Mr. Smith pays the principal and interest on his note, bringing the entire transaction to an end.

The advantages in this phase of Smith Kitchen Center's operation are obvious. The deposit gives Smith a cushion at the outset. Since the notes he signs are short-term, his credit costs him relatively little. Freight charges are passed along to the consumer. The risk from damage to the kitchen while it's the dealer's responsibility is non-existent, thanks to the insurance. Finally, Smith has no unloading, warehousing, reloading and delivery expenses.

Even his display, which is all the stock he has, costs him nothing. When a display kitchen has been in use for from 18 months to two years, he advertises it at 25 percent off list, sells it with no trouble.

A Deal with Builders

He considers built-in appliances vital to any modern kitchen. He finds them easy to sell to the prospect, but often a sore point where a general contractor is concerned. The builder often seeks the inside track here; wants to handle both the sale and installation of built-ins.

Eager to exercise quality control over the installation, and to preserve his reputation as a dealer in complete kitchens, Smith will on occasion offer a particularly stubborn builder 20 percent of list on each built-in for letting Smith both sell and install it. This enables the dealer to make 15 percent on the sale, plus something on the installation. But more important, it allows him to retain absolute control over and responsibility for the entire kitchen.

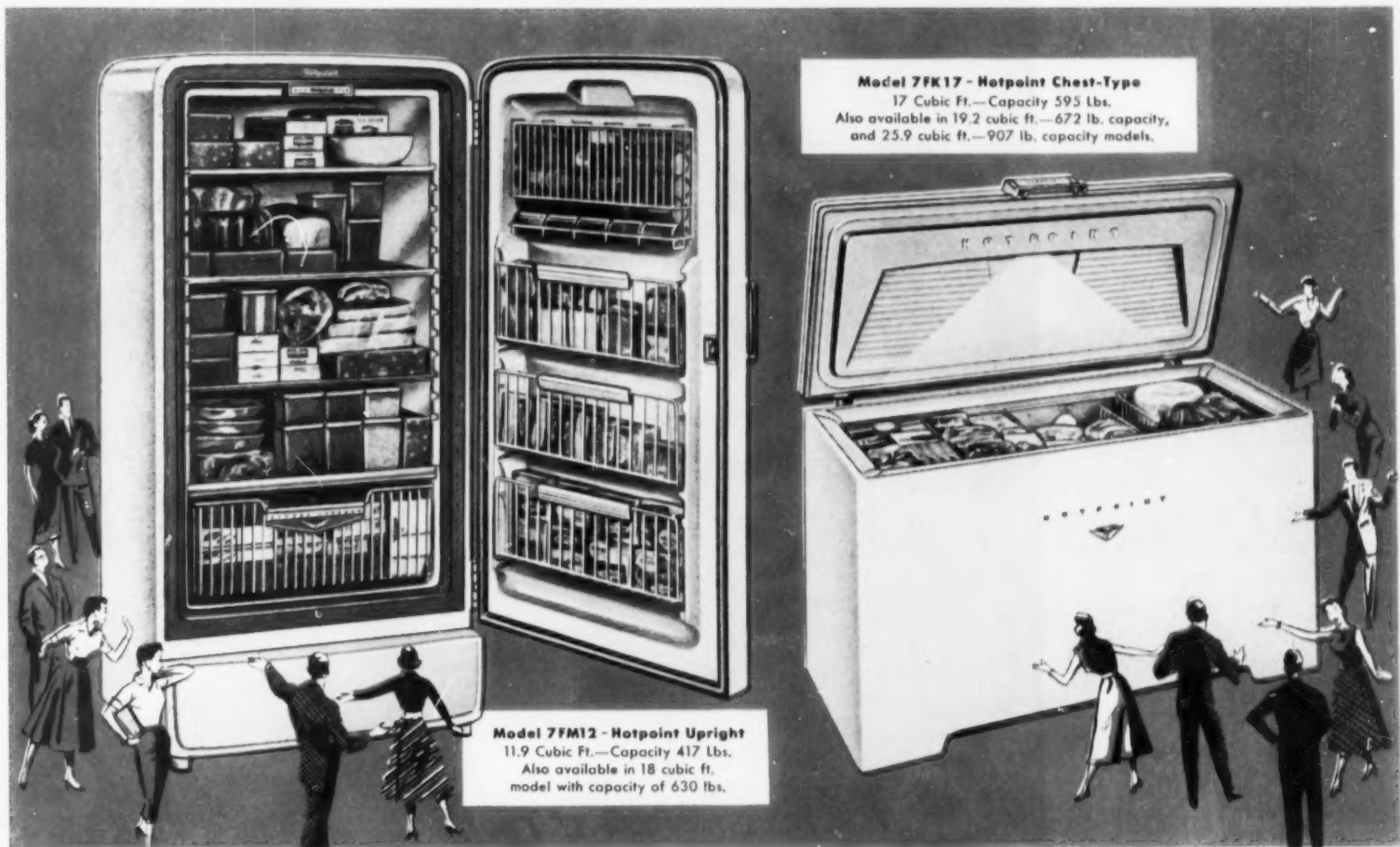
Sales competition from appliance retailers on built-ins doesn't worry Fred Smith. He knows that most non-specialists find them too tough to install.

As for color, he finds it extremely easy to sell, with all-white kitchens all but out of the picture. Since every prospect seems to know what colors she likes and can live with, the dealer generally keeps his oar out of the matter. He does, though, advise against the extensive use of red (said to have the psychological effect of exciting and unsettling those exposed to it for long periods), and against the selection of plain colors for counter-tops, because they show scratches more plainly than patterned tops.

In spite of his 72 years, Mr. Smith often has to work 14 or 15 hours a day. He encounters plenty of rough weather on his sales trips. Sometimes construction schedules refuse to break right for him; sometimes merchandise is delayed on its way from the factory. But by and large, and all things considered, old Fred Smith loves the kitchen business. End

The more they look the better they like

Hotpoint Food Freezers!



A Complete Line... Every Model with Hotpoint's Famous Aluminum Liner!

HOTPOINT UPRIGHT FOOD FREEZERS

Hotpoint Upright Freezers provide double-action freezing with coils in shelves for fast contact freezing and in walls for low even temperature. Aluminum liners conduct cold 4 times faster than steel. Automatic temperature controls adjust from zero degrees to 10 below zero.

Hotpoint Uprights also offer adjustable shelves... tilt-down door racks... large storage basket... glass fiber insulation... interior light... built-in door locks and Capri color styling. A Food Protection Warranty provides full five-year protection against food spoilage.

HOTPOINT CHEST-TYPE FOOD FREEZERS

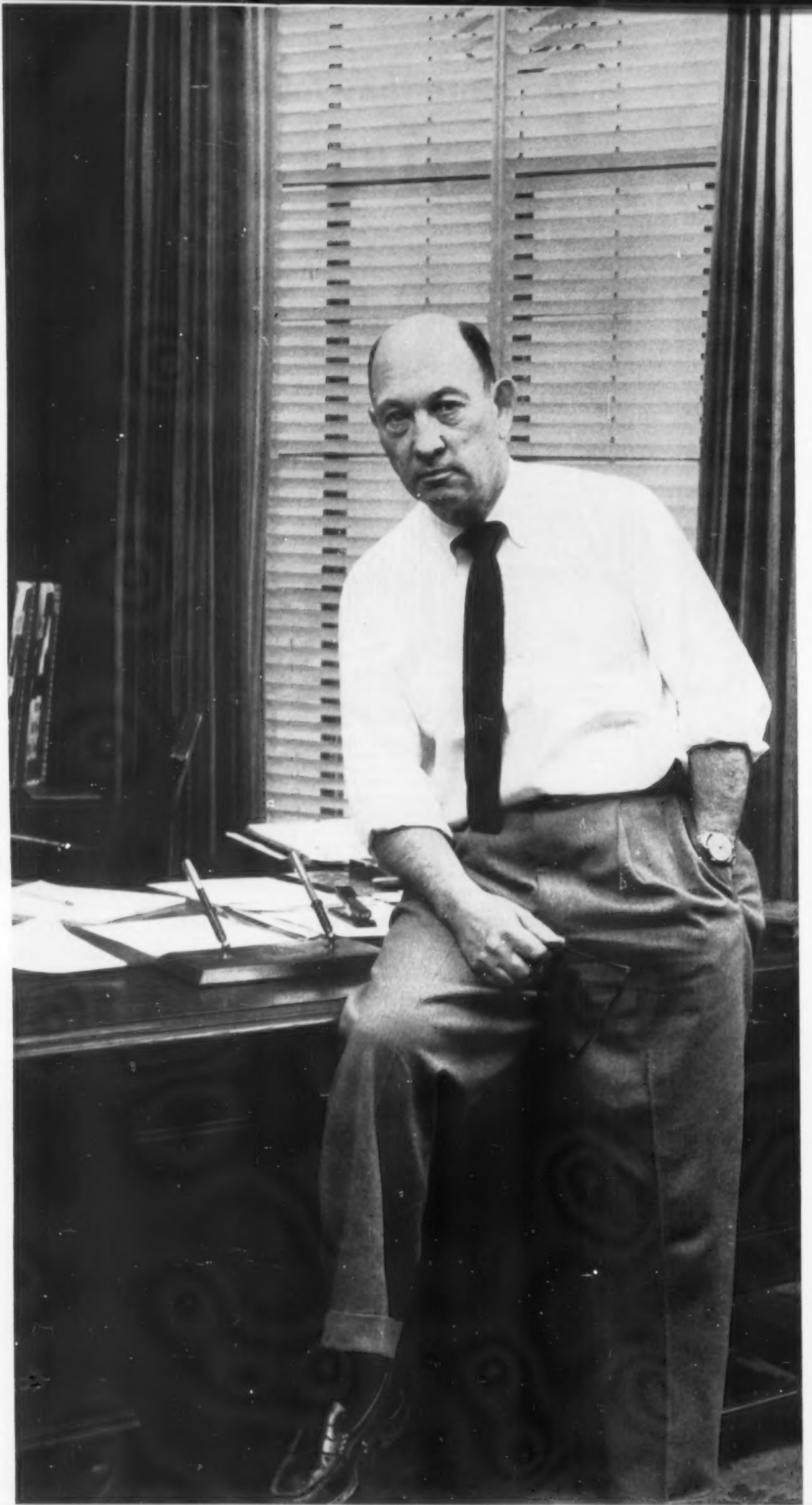
Hotpoint Aluminum Lined Chest-Type models embody all the high freezing qualities and protection of the Hotpoint Uprights. They feature vertical dividers to separate main food storage compartments into sections. Sliding baskets allow orderly storage of foods and keep current needs within easy reach. Cake and pie racks store pastry safely. Counterbalanced lids respond to finger-tip pull on new type handles. Shell-type condenser prevents sweating. Lids of all Chest Type Models can be removed to get the Freezers through a 29-inch door opening.



Hotpoint Food Freezers are meeting the challenge of change. Talk with your Hotpoint Distributor and get lined up with the Food Freezers that keep selling you long after the sale is made!

Look to **Hotpoint** for the finest...first!

Food Freezers • Refrigerators • Air Conditioners • Electric Ranges • Automatic Washers • Clothes Dryers • Customline • Dishwashers • Disposals • Water Heaters • Television
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44



My name is Ed Hamilton.

I've got something to say about this independent versus long-line argument. There's no doubt about where our company stands on this—we are *independent, specialized* manufacturers of home laundry equipment. We sell our line of automatic washers and dryers *only* through leading independent distributors. We are successful in doing this.

We've been independent home laundry specialists ever since we originated the automatic clothes dryer 19 years ago. We created the clothes dryer industry, and today enjoy a good share of this entire market. We plan to go right on enjoying it—with our Distributors and Dealers.

But—we think there's too much weak-kneed double-talk about this "independent" idea. There are a number of powerful reasons for Distributors and Dealers to handle a cross-section of the strong, independent appliance lines available in today's market. *Not just because these are independent lines—but because they are strong, well accepted lines.*

That's the test—market acceptance. We have gained, held and enlarged our market acceptance by specializing in making and selling laundry equipment only. This makes sense to us—more important, it has worked for us.

We've made this work for us in some of the toughest markets you can name, and this is what we will continue to do. During the Summer Market, stop in at Merchandise Mart Space 1175 and see what Hamilton offers *your* business.

Merchandise Mart Space 1175, Chicago

Hamilton

STRONGEST EXCLUSIVE LAUNDRY LINE GOING!

AUTOMATIC WASHERS - AUTOMATIC CLOTHES DRYERS - HAMILTON MANUFACTURING COMPANY - TWO RIVERS, WISCONSIN

Bath scales
are fast
becoming
a big
item in
appliance
stores



the

BIG

name in

bath scales

is

BORG

SELLING TAPE RECORDERS

CONTINUED

(though Hoffman always tries for 10 percent); a dollar or two a week; a few dollars a month; first payment not due for 45 days from purchase date, 24 months in which to pay.

Recorders are placed in illustrated composite ads at least twice a week per paper. Hoffman's practice is to squeeze 1½ inches of recorder space between two white goods ads in a 12-inch composite. So small is the space occupied by the recorder ad that it's all but paid for by co-op funds from the distributor, yet this section steals the whole ad because it's in the middle and its cut is spotted in the right-center viewing "hot spot."

Prospects Have One Main Interest

These ads bring many tape recorder prospects into the Standard Television stores, where sales are closed as rapidly as possible. Most of the Bernie Hoffman's recorder prospects are young married people with fairly low incomes and high school educations. There are few music lovers among them. Most are interested in a tape recorder's ability to pick up the human voice and play it back, and this is the sort of demonstration Hoffman and his salesmen give them, using just a roll of blank tape.

"We simply let them talk into the mike," Hoffman says, "then play it back. There must be a kind of magic in hearing your own voice come out of a tape recorder, because this is all we have to do to make sales. If we can get their kids to take part in the demo, the sale's as good as closed."

He steers as many recorder prospects as he can toward credit buying, and sells hard to get their signatures on contracts without delay. Next step is to have the credit cleared, often a same-day matter. With the sale closed, the customer takes his recorder home, plugs it in, and that, as far as Standard Television is concerned, is practically that. The store offers exchange privileges within 10 days of purchase date, but has seldom been held to it.

Standard doesn't rely on walk-ins alone, however. Each ad ballyhoos the store's "Shop-at-Home" service. This is simply a pitch for telephone inquiries, but a very effective one, since it's presented in the light of serving the customer.

When the phone rings and the Standard salesman finds a tape recorder prospect on the other end, he doesn't make like an order-taker. Instead, he goes all out to close over the phone. In this case, closing amounts to getting the prospect to agree to buy, and to agree to an immediate credit check.

Time Sales on Phone

When the salesman's successful, a time sales contract is drawn up. The contract is held for the customer's signature if it's a will-call. Otherwise, it's taken along to be signed when the machine's delivered. In short, Standard Television's Shop-at-Home service makes buying a tape recorder just about the easiest thing the customer has ever done.

When a sale cannot be clinched over the phone because the prospect wants to see how the recorder will perform in his home, Standard will work a home demonstration. Here again, though, the firm takes as few shots in the dark as possible. The salesman talks until he gets the prospect to at least partially commit himself on the phone, perhaps by bringing him to the point of saying, in effect, "I'll buy it if I like it."

On the strength of this, a credit contract is prepared and sent to the house with the trial recorder. Both machine and contract are entrusted to the store's delivery man, who's familiar enough with recorders to handle basic demos, and who knows how to point out the dotted line on a contract. If the prospect doesn't sign, the machine doesn't stay. But lost sales are a rarity, because of the pre-demonstration spadework done on the telephone, coupled with the impact of the demonstration. Standard's version of the home demo is designed and used to put the finishing touches on all-but-closed telephone sales.

Hoffman has no outside salesmen, feeling they'd inflate his overhead dangerously. He prefers to concentrate on moving enough merchandise in the store and via home demonstration to qualify for large co-op allowances from his distributors. In tape recorders, he stays with his strongest distributor, taking on and dropping other brands from time to time as advantageous buys become available to him.

His heavy advertising brings him volume; his volume, in turn, brings him more co-op money. This high volume also enables him to control his financing, not only to the extent of being able to demand and get the "reserve" on each contract, but to have reached an agreement with the finance company whereby the latter holds back nothing on the credit sales he makes.

Shoot for "High Dollar"

Though Standard Television is not a discount house, Hoffman has to ad lib on price to some extent because of the discount climate which has recently enveloped Boston and immediate vicinity. He sets his sights on 30 percent—more if he can get it. He'll generally whittle something from "list," but still aims for a \$50 profit on his line's high-end portable recorder. When he gets it, and then adds the \$10-to-\$12 reserve from the finance company, he knows he's done well.

"I go after the high dollar," he says, "but like everyone else, I'll take the low dollar before I'll watch a sale walk out the door. The main idea is to keep our recorders moving out and the advertising coming in."

Even though Hoffman conducts a streamlined operation, keeping his decks cleared for sales action, it costs him about \$1,300 a week to operate his two outlets. He runs the Quincy store with the help of a single salesman, while a manager and a salesman staff the Brockton branch. A delivery man and a light truck are assigned to each store. Clerical work for both is handled by a part-time bookkeeper. Television and white goods service are farmed.

Distributor Handles Service

Standard's recorder distributor operates its own service department, and the retailer's trucks pick up breakdowns, take them to the distributing company 12 miles away, and return them to their owners. The units carry a 90-day labor and parts guarantee. This painless service set-up appeals strongly to the Quincy dealer, because his tape recorder service incidence has proved to be extremely high.

All in all, Bernie Hoffman likes recorders, finds them salable from price to features. For him, they move well the year around. He looks forward to the advent of saturation and a replacement market, for it's this kind of market, with the product an established part of the consumer's scheme of things, in which he would prefer to sell. *End*

LOGIC

Thesis #1 = Appliance dealers shop market by intentionally reading trade ads

Thesis #2 = Electrical Merchandising No. 1 in Appliance-Radio-TV advtg dollar volume

Synthesis = Appliance dealers read Merchandising all year to shop market

EM REACHES DEALERS



DEALERS REACH FOR EM

Tell the trade in

Marketplace for • Dealers • Distributors • Buying Executives

Electrical
Merchandising

McGRAW-HILL



Only
PHILCO
dealers have it!

PHILCO
Bendix
PHILCO CORPORATION

*...only
in home*



The Combination with a Four-Year Head Start. The Philco-Bendix DUOMATIC combination washer-dryer is the most exciting appliance on the market. Two-thirds of all combinations in use are Duomatics. And the editors of Good Housekeeping magazine predict that "the new combination washer-dryer will out-sell *all other* washday appliances."

The Duomatic is the only combination that soaks, washes and dries automatically. Dries faster, operates more economically than any other combination.

Gas or electric at the same price. Special features include: pre-soak cycle, Water Miser, famous high-speed water heater. Four models to choose from.

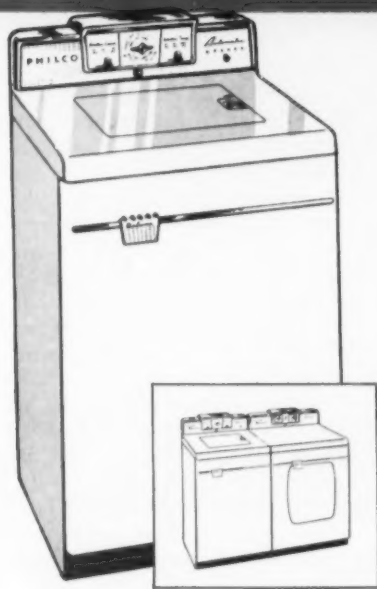


The Original Lint-Free Washer. The gentlest, most economical way to wash clothes. Washes with only 7 gallons of water instead of the usual 18 and it sheds lint every second of its washing cycle. Selling points include wide choice of water temperatures and Water Miser. Line contains the ECONOMAT, fully automatic promotional model that pulls customers into your store.

Matching dryers operate with high-speed airflow and controlled low heat for fast, safe drying. They're built with criss-cross baffles for uniform results. These fluff 'n tumble dryers account for a fifth of the market. Eight models to choose from.

LOOK AHEAD... *and you'll choose* **PHILCO.**

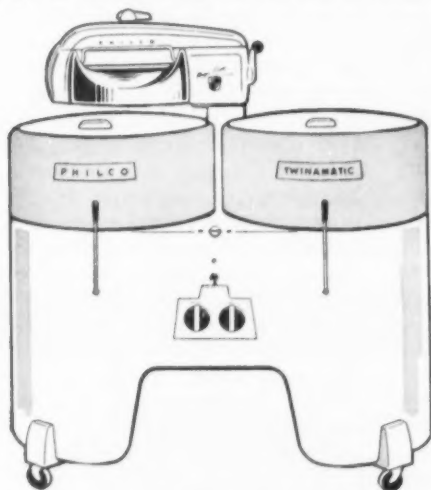
complete line laundry history!



PHILCO-BENDIX AGITATOR Automatics and Dryers

The Only Agitator "You Can't Overload." There isn't a finer agitator washer on the market. Exclusive "Ball Point Balance" does a 5 x 7 shag rug as easily as a lightweight sheet. There are no cutoffs . . . no half-washed clothes. Selling features include lifetime agitator . . . special wash cycle for delicate fabrics . . . water saver . . . temperature control.

Matching SUN-A-MATIC dryers have more exclusive features than any others on the market. Infrared radiation . . . fully variable temperature controls . . . easy-to-clean nylon lint trap . . . cycle-completion signal . . . simple servicing. Six exciting models to choose from.



PHILCO-BENDIX

WRINGER Washers

The Only Full Line of Wringers. You can reach any budget and make every sale with the full line of Philco-Bendix Wringer Washers. At the top of the line is the famous TWIN-A-MATIC, the washer that outperforms all others by delivering a tub of clothes every four minutes! Many fast-selling single-tub models, too!

All offer your customers cleaner washes, big savings in water and time. Rugged, smooth-action transmission is unmatched for long, trouble-free service. Exclusive aluminum agitator is a custom feature . . . can't chip or break to tear clothes. Unbreakable caster sockets. Lifetime porcelain tubs. Seven models to choose from.

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation

LOOK AHEAD... and you'll choose **PHILCO.**

MAJOR APPLIANCE SERVICE

Ranges (continued)

the oven door and its spring and hinges which we shall discuss later under the head of Mechanical Work.

Servicing Electrical Parts

Many of your assignments will call for surface-unit repairs, for those parts and their connecting wires usually suffer more abuse (from handling during the cleaning process) than any other sub-assembly on the range. This, then, is an apt subject with which to begin this section.

Surface Units. Oftener than not, surface-unit repairs are minor—a half-hour's labor is sufficient in most cases for checking, repairing, and proving. But unless one is used to servicing electric ranges, the testing procedure he chooses first may prove to be unintentionally slow and its response problematical. An important point to remember, therefore, in checking or proving a surface unit is this logical sequence of the heat test: always begin with the lowest heat position on the switch, then work up gradually to the higher temperatures, checking each stage carefully before going to the next. Why? Because a sheathed electric range unit is noted for its ability to store heat; hence, if you run it up to a high temperature at the start you cannot tell, perhaps for an hour or more, whether the unit is operating on any of the lower heats.

Partial failure of a two- or three-element surface unit may result from one burned out element, a faulty switch, or a burned off connecting wire. But in view of the ease with which the connecting wires may be checked, it is a good idea to inspect them first. If one is burned off, trim the set, reconnect them, and then do a heat test.

If you doubt whether power is being delivered to that unit, turn it on just long enough to touch your 230-volt test-lamp leads to the unit-connecting terminals—or to the wire ends, if you have the unit disconnected.

If you make such a test with the unit disconnected, be sure to im-

prove some means to anchor the free ends of those springy wires before you turn on the switch so that those "hot" leads cannot flip about helter-skelter—otherwise you may have to wrestle with something about as threatening as a rattlesnake. If you happen to be checking a range that is new to you and have no service manual for it, you can determine what response you should get from such a test by checking another surface unit on the range which you know is working satisfactorily. In other words, you must know what voltage is supposed to be available between certain pairs of the terminals with a specific switch position in order to know if the switch under test is working properly.

Proving Burnouts. If the preceding steps point to a burned out element—that is, if power is being delivered to the terminals but part of the unit will not heat—you can prove conclusively (if you want more proof) whether the unit is faulty before replacing any part of it, by disconnecting all its wires and taking it away from the range for a series test. Be sure, though, to disconnect the unit and take it away from the range before you series test it. Don't series test anything on the range body, for one of your test tips might get out of hand and burn a hole in an escutcheon or some similar trim on the backsplash.

The connecting of a surface unit is not difficult. With some types it would not matter if two of the wires were interchanged provided the common wire is connected to the unit's common terminal; with certain others such an interchange would cause one element to burn out immediately after it is turned on. So no matter what type unit is under consideration, it is much more advisable to make a habit of preserving the original method of connecting unless the manufacturer recommends a change. If the unit has a ground wire, be sure that this as well as the other wires are firmly tightened under their respective binding screws.

Trimming of the surface-unit wires for the purpose of reconnecting to terminals is not objectionable if the wire and its insulation are in good condition and there remains sufficient length after trimming to allow the surface unit to seat squarely in or on the cooking top.

Switches. Since the wiring in all ranges is polarized, you may work on a surface unit or its connecting wires without fear of suffering a shock if the surface-unit switch is turned off. If you are doubtful

about a certain switch, that is, whether it has actually switched off when it is supposed to be off, test each of the surface-unit terminals to ground with your test lamp before you handle the wires or terminals.

When replacing a switch, however, you must shut off the entire range before you handle the wiring which serves the switches and controls.

Infinite-control Switches. Since the design and testing methods vary from one make to another, you should not attempt to service any type of infinite-control mechanism until you have studied the manual for the make in hand.

Oven and Broiler Units. These are sometimes damaged during the cleaning of the oven. It is easy to see how an open-coil oven heater could be damaged in this way, but even the sheathed type gets its share of rough treatment.

For example, when the oven is emptied for cleaning, sometimes when replacing the unit the user fails to push it back far enough for its receptacle contacts to get a good "bite" on the unit terminals, with the result that the terminals lie very lightly only on the "lips" of the contacts. When the oven is turned on under such circumstances, the fire begins to fly and before long, both terminals and contacts are severely damaged. Whenever you renew these terminals and/or contacts, be sure to show your customer how to avoid a recurrence.

Oven and broiler units are no trouble to test, for you can snatch them out and series test them in a minute or two.

Oven Temperature Control. Most of these have a calibrating device; with some, a minor adjustment may be made by altering the position of an index plate behind the control dial; with some others, any adjustment must be made on the control itself. Before you attempt to make such an adjustment, though, you'll save time if you consult the manufacturer's service manual for exact directions.

You can test an oven control's response with an ordinary mercury-type (good grade) oven thermometer, but with this method some testing inaccuracy is inevitable because you have to open the oven door to read the thing. A thermocouple-type oven tester, with which you can have the meter outside, is therefore preferred for an accurate test.

When you do run a temperature check, no matter which instrument you use, be sure to allow the thermostat to cycle two or three

times to compensate for overshooting before you pay much attention to your readings. Then compare the mean temperature of the oven with that called for on the control. To find the mean temperature, note the cuton and cutoff temperatures, after the overshooting stage has passed, and average them. Lacking a recommended testing temperature for the make in hand, test at 400 degrees.

Time Control. When you are assigned to a job where oven failure is alleged, check first the time control. Rarely is this control faulty, however. More often you will find its knob set for "timed bake" when it isn't time for baking to begin. Such an absurd thing is understandable with a rather new range because the customer may not be thoroughly familiar with it. But it does happen with older ranges too—believe it or not!

With some oven failures, of course, you'll have to expose the control connections and check the continuity of the oven circuits from one point to another, but be sure to check every readily accessible point first—and let the preceding paragraph serve to remind you that nothing is too ridiculously obvious to preclude checking.

Fuses. One blown fuse in the range circuit's safety switch often will bring the complaint that all units will heat only a little. Before renewing the fuse in such instances, you can check for the possibility of a short circuit or ground ahead of the range switches in this manner:

Shut off every switch on the range so that it will draw no current save that for the timer, then go back to the safety switch and touch your 230-volt test-lamp tips to the two terminals of the blown fuse while it is still in place. If there is no short circuit or ground ahead of the range switches, your lamp should glow either not at all or very dimly, the latter representing the small passage of current through the test lamp to the timer motor. If the lamp glows from half to full brilliance, this would indicate that a short circuit or ground may exist ahead of the range switches. In that case, you should expose the range's interior wiring and control connections in order to find and correct the trouble before renewing the fuse. But be sure to open the safety switch before you start probing among those parts.

On the other hand, if the test reveals no short circuit or ground ahead of the switches, you can check beyond them, first, by making a visual examination of the sur-

(Continued on page 98)

Mr. Service Manager:

Here's the oven element you asked for —



for 98% of your service calls

Here is the first electric baking element especially designed, built and tested to beat replacement problems. No longer will it be necessary to carry large stocks, or wait weeks for shipment. The new Chromalox electric baking unit comes in two sizes, to fit all regular and wide ovens with terminal openings centered in the back wall. Easily installed—only pliers and screwdriver needed.

Field tested by the service department of one of the nation's leading utilities, the Chromalox bake unit eliminates the old

prong-type terminal block. In its place is a brand new nickel-plated steel hinge assembly (patent applied for) with *permanent* electrical connections. There's no hardware on the floor of the oven either. Chromalox-patented legs with adjustable extensions lick the height problem once and for all.

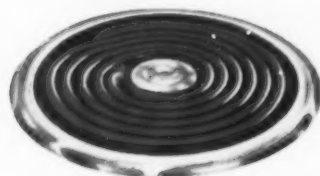
Your customers can clean the oven floor by merely lifting the Chromalox unit. The disadvantages of open coil construction, insulator breakage and terminal prong damage are gone forever. And they'll get world-famous Chromalox quality. For you that means satisfied customers, who will bring repeat business your way!

Edwin L. Wiegand Company

7525 Thomas Boulevard, Pittsburgh 8, Pennsylvania

C-2261

ONE STOP GETS THEM ALL — SEE YOUR CHROMALOX DISTRIBUTOR



RANGES—Chromalox Microtube® Surface Units let you service practically all range openings with only 4 adapters and 2 units! To install, insert unit in the adapter, attach hinge loop through hinge hole in coil support. Insert the reflector and unit is ready for connection. Be sure to ask about the new 2600 watt Micro-Magic® Microtube unit. It delivers faster-than-flame performance, fits the large opening on all ranges.



IMMERSION WATER HEATER REPLACEMENTS—Chromalox is the only supplier that gives you Immersion type units and thermostats for ALL domestic water heaters. There's a flange to fit all tank openings. Just two types—single or double throw—thermostats do the entire job of replacing all types—immersion, clamped on, screw mounted. And the same thermostats are used on most heaters as original equipment.



New Wrap-around water heater elements feature both terminals at one end, free floating terminal block, spring loaded mounting for better contact. Line is simplified so that seven standard heaters and four standard extension straps fit all 14-16-18-20 and 22 inch tanks.

New Products! New Profits! New Deals



4 NEW PUSHBUTTON HEATING PADS —all with 3 heat levels!



Model P 18 \$8.95* New T-Cordset keeps illuminated control at fingertips. Waterproof; washable flannel cover; pink, turquoise.



Model P 17 \$7.95* Illuminated pushbutton control, three heat levels. Waterproof; removable, washable terry cloth cover, color red.



Model P 15 \$5.95* Pushbutton control, 3 heat levels. Waterproof; removable washable outcover cover, colored flower print on white flannel.



Model P 14 \$4.95* Pushbutton control, 3 heat levels, moisture resistant pad; removable washable flannel cover, turquoise.

TWO NEW DEALS!

1 New 7-Pad Display Deal

Buy 6, get one pad free plus free handsome wire display stand.



YOU BUY: 2 P18s, 2P17s, 2P15s

YOU RECEIVE FREE 1 P15, plus 7 pad pack permanent display stand.

Total retail value \$51.65*

Your cost \$29.72

Your profit \$21.93

YOUR MARGIN 42.4%

Great New Display . . . Sensational new packaging. Each carton opens just like a book. Display in handsome gold-colored wire bookcase that comes free with this offer. A real traffic stopper!

2 New 11 Plus 1 Deal



Buy any 11 G-E Heating Pads of one model — receive a like model FREE!

Buy 11 . . . get 12!

from General Electric....



GENERAL ELECTRIC VAPORIZER

The most modern in the industry!



- **Revolutionary New Heating Unit!**
For trouble-free operation!
- **No Salt Needed!**
Uses ordinary tap water.
- **Steams in 90 Seconds!**
- **8 Full Hours of Steam!**
Operates all night without refilling.
- **Automatic Shutoff!**
- **Pushbutton Switch!**
No need to disconnect plug.
- **Medication Chamber!**
Easy to fill—easy to clean.
- **Two High Fashion Colors—Pink or Blue!**
- **Listed by Underwriters Laboratories!**
- **One-Year Written Warranty!**

Warms Baby Bottles, Too!

Remove plastic lid and warm baby's bottle to exact temperature in just a few minutes. A sales clincher!



\$9⁹⁵*

*Manufacturer's recommended retail or Fair Trade price.

Now two new deals on this revolutionary vaporizer!

1

Introductory offer:

Seven Model V-1.....\$42.06
Retail value\$69.65*
Your profit\$27.59

2

Baker's Dozen Deal

Buy 12 V-1, get one free.....\$77.64
Retail value\$129.35*
Your profit\$51.71

A BIG 40% MARGIN

Over-the-Counter Replacement... General Electric protects your consumer good will with a written over-the-counter replacement policy covering the complete warranty period.

General Electric Co., Automatic Blanket and Fan Dept., Bridgeport 2, Conn.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

**YOU COULDN'T
"MOVE" MORE...
unless you
gave em
away!**



Crestwood

"Custom Formed"
**FULLY AUTOMATIC
ELECTRIC BLANKETS**

Only Northern—world's largest manufacturers—can offer you the fantastic Crestwood line—priced to outsell all competition—WITHOUT DISCOUNTING—and still allow you your FULL PROFIT MARK-UP! Crestwood even has quality features not found in competing brands at higher prices. In all models, sizes and popular colors to retail from \$19.95! Don't cut your profits, sell Crestwood!



**AVAILABLE ONLY THROUGH
YOUR DISTRIBUTOR**



**In Colorful
SELF-
SELLING,
DISPLAY
Storage
Carton**

**PRICED
LOW FOR
BIG
VOLUME
SALES!
FULL PROFIT
MARK-UP!**

NORTHERN ELECTRIC COMPANY, 5224 North Kedzie Avenue, Chicago 25, Illinois
WORLD'S LARGEST MANUFACTURERS OF ELECTRIC BLANKETS AND HEATING PADS

Major Appliance Service

CONTINUED FROM PAGE 9

face units and their connecting wires as well as the switches for evidences of short circuiting. On the switches, look for a smoke stain near the button or shaft aperture, and keep in mind that a switch which has short circuited within its case usually has a lingering, acrid odor of burned bakelite. If everything appears to be all right, renew the blown fuse and test all the units one at a time so that you can tell which, if any, unit circuit is faulty.

A blown plug fuse within the range will interrupt the low-capacity circuit which serves the convenience outlet, the various lights, and other accessories.

Mechanical Work

Porcelain Enameled Parts. Handle these as though they were sheets of glass. And when installing such parts, fit them carefully into place, using only your hands—and never resort to prying, bending, springing, or pounding. Make sure, too, that you slip a resilient washer under the heads of screws that are used for fastening and tighten the screws only moderately.

Oven Door. Oven door springs do not require much attention in modern ranges, but keep in mind that both the springs and hinges should work smoothly and with no suggestion of crunching. Occasionally, you may need to adjust the spring tension and perhaps apply a spot of grease to points of friction to eliminate squeaking. In making adjustments or in renewing any of these parts, remember that

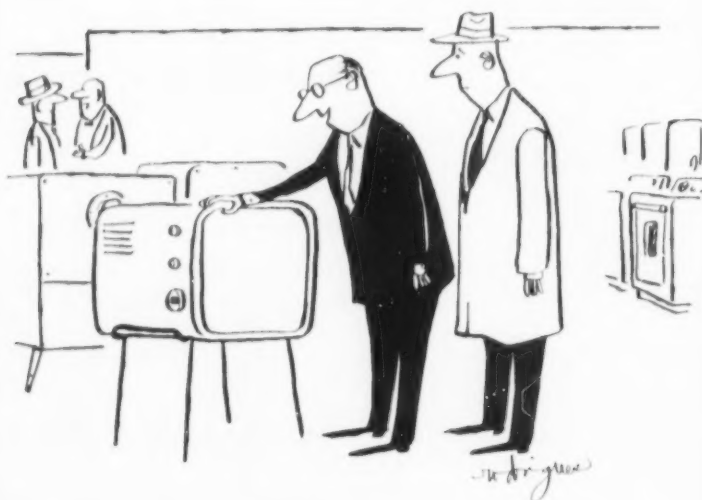
the spring is intended to balance the weight of the door. If the oven is used with a broken door spring or with one so poorly adjusted that the door could fall open heavily, serious damage to the door and other costly parts is certain to follow.

Oven Liner. If you are a general appliance serviceman, handling about six to ten range calls weekly, you may be lucky enough to work at this business for years before you have to remove and replace an oven liner. When you do, be sure you have every material thing you need for the job as well as specific instructions from the service manual or from the manufacturer before you begin—or you'll wish you had! With little opportunity for practice, a liner job is no picnic, so brace yourself on that day with a hearty breakfast.

Prove the Work

It is a good idea to test every part of the range on completion of a repair job to assure yourself that you haven't disrupted anything in the course of your work. Run a quick heat test on the surface units as previously explained herein, and set the oven control to a low temperature to make sure that the oven does heat. Ordinarily, you would not need to run a temperature test unless you have disturbed the control or received a complaint of temperature irregularities.

Finally, remove your greasy fingerprints from the range so that improved performance will be the only reminder of your visit. *End*



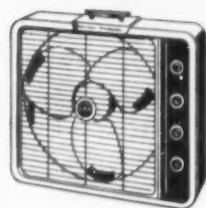
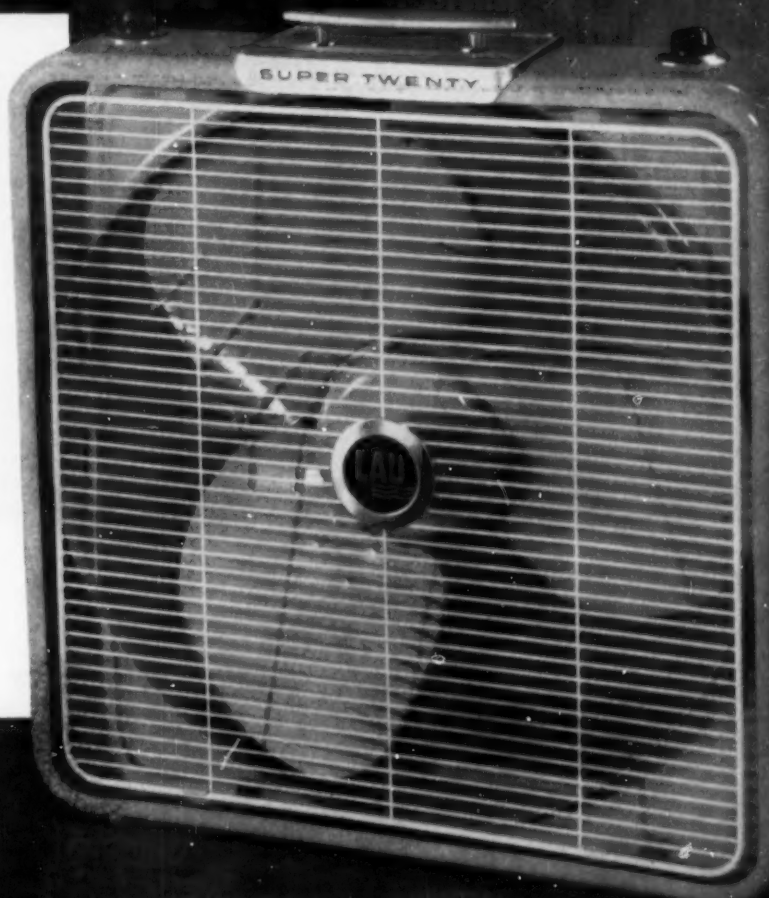
"NOW HERE'S SOMETHING WE HAVE A NICE JUICY MARKUP ON."

Lau gives you "profit protection" and a Quality Sell

That's why you are sure to have a top fan-selling season if you offer the rounded, complete Lau fan line! Famous Lau! This year miles ahead *again* in fan styling... in performance... in beauty. Designed by master stylists to match every demand of modern interiors, *these fans give you sales you are proud to make.*

Prices? This year Lau is more competitive than ever! *Dealer helps?* Loads of 'em, including some knock-down displays that are knock-outs! *Advertising?* You bet... good round-the-country television and radio participations that will sell your customers on Lau before they ever come into your store.

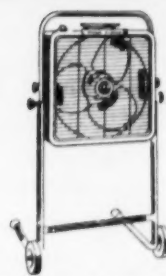
But, more than any of these, there are the Lau policies that make it easy for you to enjoy a "profit protection" that's unique in the field. Let the Lau representative give you all the details... today!



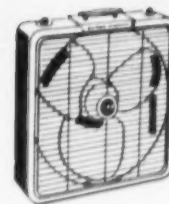
Ultra-Twenty (Models 2057-U, UB, UT, UP)—Four decorator colors! Recessed panel Saf-T-Eye, 3-speed switch, thermostat, electric reverse. Complete with spacers. Big 20" blades move 3950 cfm.*



Twin Twelve (Model 1257-T)—Slim, trim, with new automatic thermostat! 3-speeds. Lightweight, portable; hangs on casement window in seconds. 16" x 32" x 5 1/4". Twin 12" blades move 3120 cfm.*



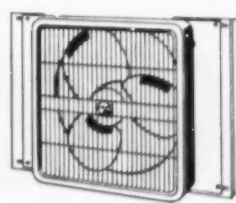
Super Porta-Breez (Model 1657-SPB)—New mobile air circulator; easily moved on non-scurf wheels. Height adjustable stand. Full 360° tilt. Popular Super Sixteen fan. Shipped complete in one space-saving carton.



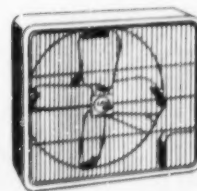
Super Twenty (Model 2057-S)—Popular 20" portable air circulator. Automatic thermostat. 3-speeds. 22" x 22" x 5 1/4". Spacer panels for window installation available. Big 20" blades move 3950 cfm.*



Super Sixteen, Super Twelve (Models 1657-S, 1257-S)—Portable air circulators, complete with Tilt-a-Breez stand. "Comfort Grip" handles. Sixteen: 18" x 18" x 5 1/4"; 3000 cfm.* Twelve: 16" x 16" x 5 1/4"; 2300 cfm.*



Special Twenty (Model 2057-RW)—Powerful low-cost fan. Electrically reversible! 5 position control. Built in adjustable spacer panel. Fits windows 30" to 38 3/4" wide. 20" blades move 3950 cfm.*



Powerflow Twenty-Four (Model 2454-WR2)—Cools an entire home. Quiet, belt-driven, 2-speeds, electrically reversible. Fits windows 31" to 36" wide. 26 1/4" x 31" x 10". Moves 5500 cfm.* (Equiv. NEMA)

World's Largest Manufacturer of Air-Conditioning Blowers



LAU FANS
THE LAU BLOWER COMPANY
2907 Home Avenue, Dayton 7, Ohio
Azusa, California. In Canada:
The Lau Blower Co. of Canada, Ltd.,
Kitchener, Ontario



FRIGIDAIRE USES GM

to make the best service

What you see here has never happened before in the appliance and air conditioning business.

Now the nationwide network of General Motors Training Centers is being opened to the dealer personnel who service Frigidaire products.

Those selected by their dealers can come here for complete training courses in product service from fundamentals through "post graduate" training. In "learning by doing" sessions, Frigidaire professional instructors guide these men through the latest in service techniques on appliances and air conditioning products. Schooling in customer relations and

courtesy is covered, too. They learn how to do their jobs better—right the first time—and at less cost to their bosses and customers.

They learn what would take months—or forever—in the costly school of hard knocks.

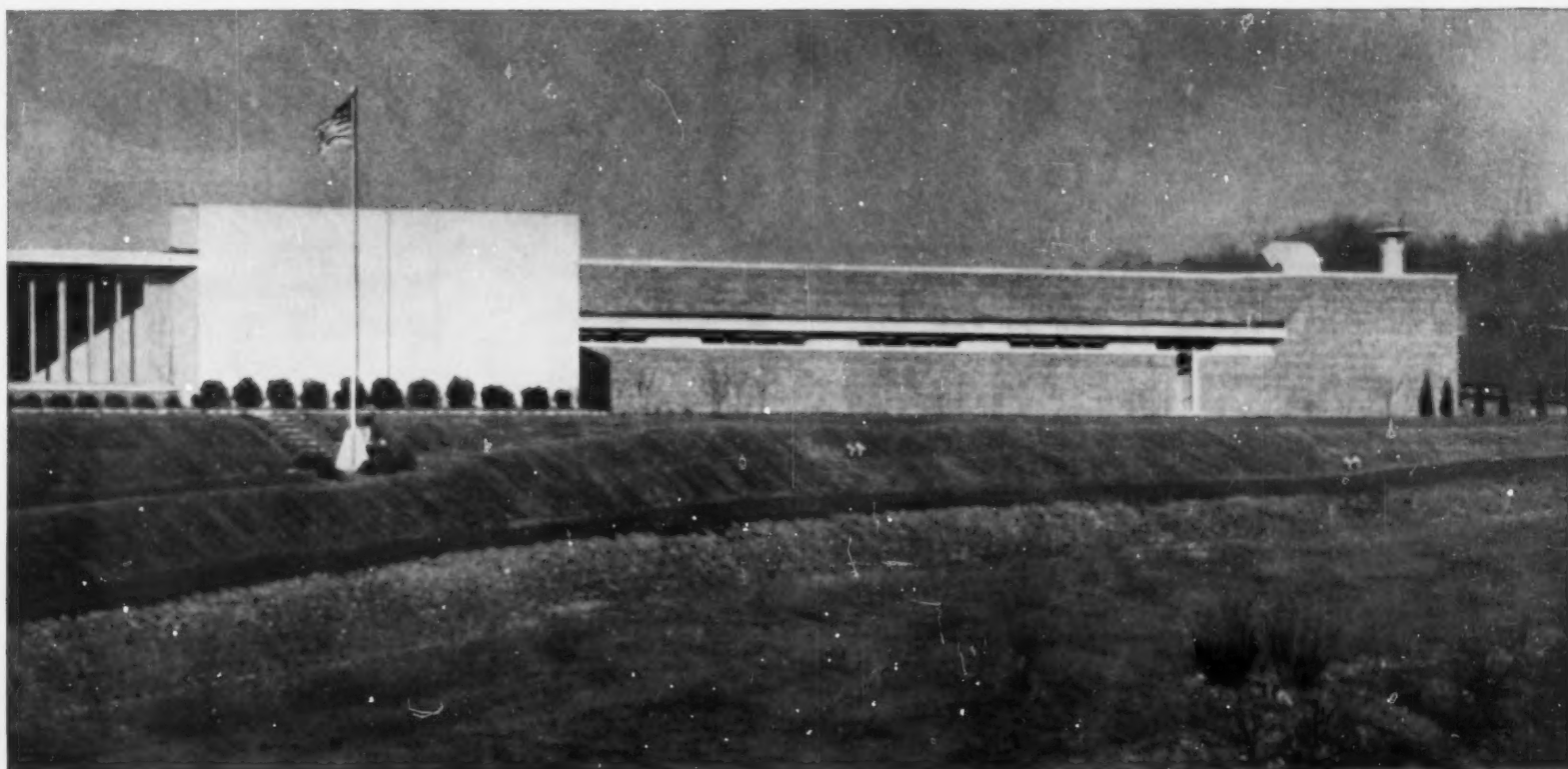
Frigidaire has always been a service-minded organization. It has always provided its dealers with training programs and operating guidance which are frankly recognized as models for the industry.

Such programs can't help but be reflected in the good name of Frigidaire and Frigidaire dealers who sell these proud products.



FRIGIDAIRE

Frigidaire—Built and Backed by General Motors



Typical General Motors Training Center, Pittsburgh, Pennsylvania.

TRAINING CENTERS

better still!

But they pay off in other ways, too. They've been a life-saver for dealers who, with the shortage of skilled men, would otherwise have had to train their own people. Most importantly, skillful Frigidaire Service helps open friendly doors for Frigidaire salesmen everywhere.

That's why we're proud to announce this new and important step in our service program. We're proud to show that one reason for our success is our policy of "taking care of our own"—the millions of people who have Frigidaire products, and the organizations who sell and service them.



Classroom instruction on Frigidaire Meter-Miser refrigerating mechanism.

is on the March



367 Million Messages Sell CLINTON ENGINES To Your Customers During The Next 4 Months

**SHOULDN'T YOU BE FEATURING
THE GASOLINE POWERED
EQUIPMENT WITH THE ENGINE
FOLKS ARE MORE FAMILIAR WITH**



MILLIONS WILL SEE THE CLINTON NAME IN AMERICA'S LARGEST FAMILY WEEKLIES

Every major magazine with a million circulation or more will carry Clinton advertising. Prospects for gasoline powered equipment will read about and be sold on Clinton Engines. You can tie in with this history making effort. Send the coupon below and find out how.



364 CITIES WILL CARRY CLINTON ADVERTISING LOCALLY TO MORE MILLIONS

This is advertising right in your local newspaper—right in your own neighborhood. Clinton is using both national and local impact to sell the gasoline powered equipment you feature.

Clinton has a big schedule of advertising in the leading construction, transportation and maintenance publications. Big space advertising is aimed directly at local businessmen in your area who buy and use gasoline powered equipment.



The Biggest Promotion in Gasoline Engine History

Clinton Machine Company
Engine Division, Dept. B-3
Maquoketa, Iowa

Send me complete facts about the Clinton Engine promotion and what Clinton is going to do in my area to promote the sale of gasoline powered equipment.

Name _____
Firm Name _____
Address _____
City _____ State _____

A Profitable Volume

—CONTINUED FROM PAGE 63—

Powerful ammunition against the often repeated complaint that "color TV takes too many repairs and service calls" is a battery of steel-file drawers in the Allen store's office. Here, filed away are complete records on some 50 color TV sets in the area, with the service record for each thoroughly documented. Allen uses a clever stunt to assure the prospect that the documentary proof isn't a put-up job. He asks the prospect to pick any letter of the alphabet, find a color TV owner whose name begins with that letter, and pulls out the appropriate file card. In most instances the cards show an average of 2 calls over a year's time, usually simple adjustments to the horizontal or vertical circuits, or replacements of small tubes. All of the salesmen dwell on the color TV owner, and invite the prospect to check personally if more proof is wanted.

Store Demonstrations

Prospects and homeowners whom Allen considers hot possibilities for color TV, are guests at regularly scheduled "House Parties" built around color TV. One inducement which Allen Appliances has used steadily during the past several years to attract women is a free potted plant, either an azalea or camellia, which the Mississippi dealership gives out in lieu of the usual hot pad, pot holder, can opener, or kitchen gadgets. There are three straight hours of color TV available on most evenings from either New Orleans or Mobile, which Allen Appliances supplements with hot coffee and refreshments, switching back and forth from the two transmitters for top-attraction shows. The criticality of signal reception is understandably emphasized with a thorough explanation of the manually-tuned antenna. "Maybe we won't sell color TV to everybody", the younger Allen states, "but we will be sure that all of our guests know that we have the equipment to tune in the color picture at its best." *End*



7" rotating floor display holds full line of Kolor-Brite Enamels.

MARTIN-SENOUR
Introduces
Modern New

"FETTI EFFECTS"

**Using Regular Kolor-Brite
Spray Enamel**

- Produce smart, unique spatter "Fetti Effects" at the press of a button!
 - 25 shades and accent colors to achieve an almost endless array of decorative combinations!
 - Famous Kolor-Brite quality gloss enamel in king size (16 oz.) spray cans!
- Get your share of this big new market!
Wire, write, or phone:

THE MARTIN-SENOUR COMPANY
2500 S. Senour Ave. • Chicago 8, Illinois

When they ask **About Filters...**



Here's why the
General Electric
Filter-Flo®
Washer
is No. 1
Choice!

**Sell the filter
with all these advantages:**

- ① **Easy to clean.** Lint is swept into neat disposable rolls by the moving filter. A quick wipe cleans it—no hard brushing of mesh or screen needed.
- ② **Can't clog.** Out in plain view, the General Electric moving filter can't clog. No danger of messy out-of-sight trap impairing water flow.
- ③ **All water is filtered.** No by-pass openings to let lint slip through to clothes.
- ④ **Easy to remove.** Handy filter slips on and off without jamming—no spilling lint on clothes.
- ⑤ **Durable filter.** The large, metal, one-piece filter can't wear out; lasts the lifetime of the washer.
- ⑥ **Filters 6 gallons a minute.** The famous General Electric Filter-Flo Washing System cleans and re-cleans wash water at the rate of 6 gallons a minute. Sand and soap scum automatically removed.
- ⑦ **No lint fuzz on clothes.** Lint is caught in the filter . . . not in socks, linens or cottons.
- ⑧ **Detergent dispenser, too.** The filter also dispenses detergent evenly dissolved through the wash. No lumps can lodge in clothes to discolor them. No waiting for washer to fill to put detergent in.
- ⑨ **Customer-tested, time-proved.** The General Electric Filter-Flo Washer has been *time-proved* in hundreds of thousands of homes.

Filter-Flo Washers now come in 3 price lines.
Display them all. Call your distributor today.
General Electric Co., Appliance Park, Louisville 1, Kentucky.



Progress Is Our Most Important Product
GENERAL  ELECTRIC



HOME LAUNDRY WITH

Porcelain

gives you **EXTRA SALES**

Here's where
PORCELAIN ENAMEL
is used . . . and why!

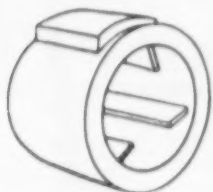
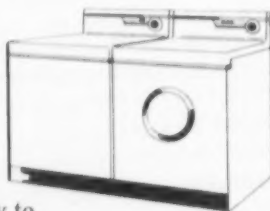


Washer Tubs

Scalding water and detergents do not rust or attack a Porcelain Enamel washer tub. Buckles, buttons, zippers, etc., won't scratch it.

Exterior and Top Surfaces

Service life is greatly lengthened because of Porcelain Enamel's superior abrasion resistance. Appliances are easy to keep kitchen-clean.



Dryer Drums

The hard, glass-smooth, heat-resisting surface of Porcelain Enameled dryer drums is easier on fabrics, holds up better under constant use.

Interior Surfaces

Porcelain Enamel's extreme serviceability merits its use on all interior surfaces of home laundry equipment and many other appliances.



Repeat business is yours when you sell laundry appliances with Porcelain Enamel finishes. Why? Because discriminating buyers appreciate the many extra advantages this top-quality finish offers in beauty and service life. Your initial selling job is easier, and the unqualified endorsements of your customers mean additional sales both to them and to the people they "sell" for you. It is good business to open your sales story with the self-selling features of Porcelain Enamel.

1

Stays "like new"



With a minimum of care a washer or dryer finished in Porcelain Enamel still looks "spanking new" after years of use. Being an inorganic finish, Porcelain Enamel does not stain, fade, peel or crack. No maintenance is required other than an occasional washing with soap or mild cleanser. This quality contributes much to pride of ownership.



THIS WALL CHART

pictures six convincing demonstrations of Porcelain Enamel's serviceability. Helpful in making your sales talk. Send for two free copies for displaying front and back.

EQUIPMENT

Enamel

FEATURES...

2 Decorator Colors



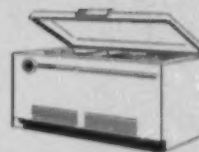
Yellow, blue, pink, green, white—whatever the color, if the finish is Porcelain Enamel, the color is permanent and will not change or fade. It won't wear away, either, because the color goes clear through the coating and is not just surface-applied.

3 Long Life



Porcelain Enamel is created by fusing a coating of glass-hard minerals to steel at high heat. This results in a permanent bond that lasts a lifetime, and that retains its many serviceable characteristics indefinitely. Such durability appeals to every buyer who considers a major household purchase an investment.

for these products, too,
PORCELAIN ENAMEL
gives you strong
selling features

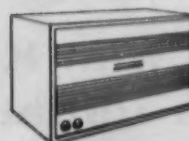


REFRIGERATORS...FREEZERS

Porcelain Enamel is sanitary, easy to keep clean, impervious to food stains and odors, and attractive to the eye.

RANGES

Years of use have proven Porcelain Enamel the superior finish for ranges, built-in ovens and other cooking equipment due to its excellent and prolonged resistance to damage from flame or high temperatures.

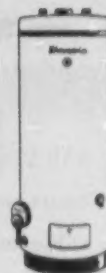


AIR CONDITIONERS

Porcelain Enamel provides a durable, non-rusting finish for air conditioner cabinets and other components that assures longer service life.

WATER HEATERS

Rust and chemical corrosion can't shorten the life of a water heater if it has a Porcelain Enamel—glass lining—interior.



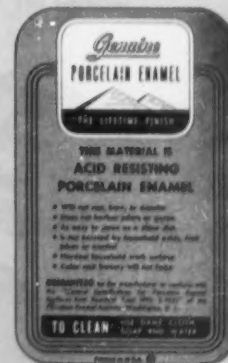
SMALL APPLIANCES

Many small appliances are made with Porcelain Enamel parts to take advantage of one or a combination of its many service characteristics and lasting attractiveness.



*Penny Edwards**
says that this label identifies genuine Porcelain Enamel surfaces on appliances and other products. It indicates to your customer that he is buying the finest available product.

*Home Service Director
Porcelain Enamel Institute



FRIT DIVISION

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N. W., Washington 6, D. C.

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W., Washington 6, D. C.

Please send me information about:
Demonstration Kit, \$5.00 each
Slide Film (On loan basis)

Please send me two free copies of:
Wall Chart (front and back display)
"Prove for Yourself..." Booklet

Name _____

Company _____

Address _____

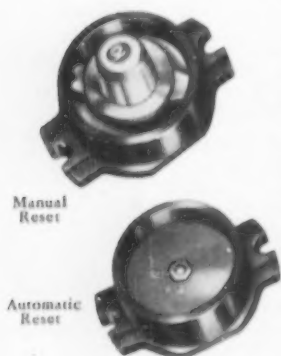
Another idea from our
Motor Repair Shop Reports
that will help you . . .



Motors with Klixon Protectors usually need only minor repairs — says electric motor repair company

SARATOGA SPRINGS, N. Y.: Mr. Joseph Ovseovich, who owns and operates Joe's Electric Motor Service, knows the value of Klixon Motor Protectors and how they prevent motor burnouts. Here's what he has to say:

"In my experience, a motor to be rewound is more of an accommodation to my customers. When a motor comes in with a Klixon Protector on it, it's usually for minor repair — and my profit is better on that type of repair."



The KLIXON Protector is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET,
"THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION
Spencer Thermostat Division 2706 Forest Street, Attleboro, Mass.
KLIXON

Beware the Bad Government Check

CONTINUED FROM PAGE 84

no longer was eligible for \$137.10 a month. A tradesman cashed it.

Repeat Endorsements

4. Insist that a stranger endorse the check in your presence. If he says it already has been endorsed, tell him to endorse it again. Turn it over. Be sure the endorsement corresponds in every detail with the name of the person to whom the check is issued. Not long ago a woman walked into a midwestern furniture store, ordered a bedroom suite, proposed that the store accept a \$30 down payment and give her \$90 cash out of a \$120 government check with the understanding she would pay the balance and arrange for delivery a week or so later. The salesman agreed, asked her to endorse the check. She turned toward a nearby table and wrote something on the back of the check. She got her \$90, and the salesman tossed the check in the cash register. Next morning the cashier found a line had been drawn through the endorsement and underneath was the legend: "No good — this check was stolen." The store lost \$90 because the salesman failed to check the endorsement.

5. Initial all checks you cash, along with a notation of the identification offered, and the date. If the stranger shows you a social security or an airline credit card, copy the account number. Such data may help investigators in the event the check was forged—and thus increase your chances of recovering your loss.

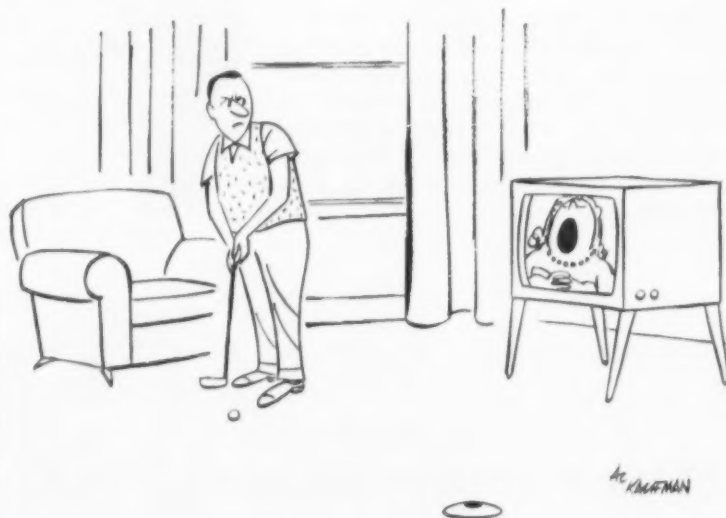
6. If you have the slightest doubt about a check's worth, insist

that the customer make a purchase, no matter how modest, and give him his change out of the cashed check. This policy, desirable in any case, is imperative in the event you are covered by forged check insurance.

Practically all insurance companies stipulate that protection applies only if the bad check is accepted in the course of a purchase. If you cash a forged check without making a sale you may find you can't recover a thin dime from the insurance company. The gimmick is designed to discourage retail merchants from going into the check-cashing business for a fee, and then sticking the insurance companies for the losses.

Incidentally, bad check insurance is available to all small retail merchants. The cost, however, is relatively high. You must buy a depositor's forgery bond first; this protects you against losses in the event somebody else alters or forges your own checks. Then you need an incoming check endorsement to protect you against bad checks you may accept from customers. The annual minimum premium for the endorsement alone is \$50 and in order to get it you must usually carry all your casualty and surety business in the same company. Moreover, no company offers 100 percent protection against a forged incoming check. Your policy will pay you only 75 percent of your loss. Thus if you take a bad check for \$100, you'll still lose \$25.

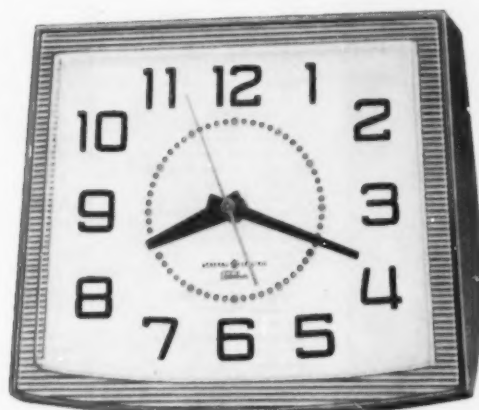
Your best bet is to take every possible precaution before you accept checks—including government checks—from strangers. End



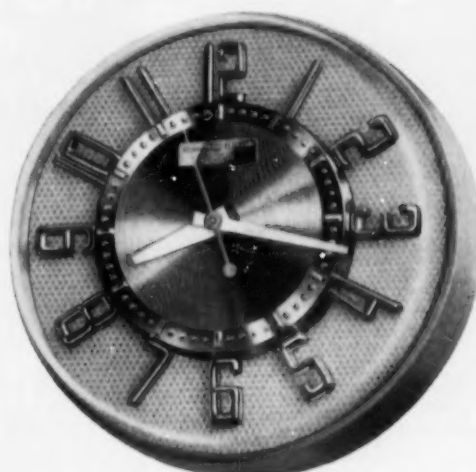
FAST SELLING FOURSOME

of General Electric-Telechron clocks

styled to sell and promoted to the hilt!



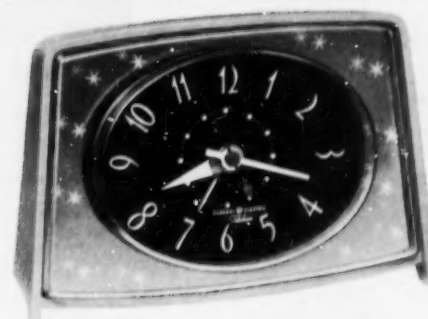
New! **Clarity**—Low-priced kitchen beauty. Dial slants down for easy reading. Chrome color frame. White dial with red, turquoise or white case **\$4.98***



Newly styled! **Kitchen-Mate**—Wall clock with smart 3D effect. Chrome color numerals and dial on white case, copper color numerals on turquoise case **\$5.98***



New! **Radial**—Fully luminous alarm. Radiating lines on navy blue dial. Brass sweep second hand. Beige case **\$6.98***
Non-luminous model, ivory-color case **\$5.98***



New! **Galaxy**—Trim feminine styling. Fully luminous alarm. Unique effect with stars on crystal reflecting on mirrored background. Gray case **\$7.98***

These new General Electric-Telechron clocks are loaded with the features that sell—style, price and performance. We know they'll sell briskly because we've pre-tested them all. Now we're going to make sure that the world knows about them.

G-E Telechron clocks will be featured in the SUNDAY SUPPLEMENTS from coast to coast.

Call your distributor salesman and cash in on fast, high-profit electric clock sales!

GENERAL  ELECTRIC
Telechron

*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes. Clock and Timer Dept., General Electric Co., Ashland, Mass.

A

A-M-R Chemical Co.
Ace Products Co.
Air-d-Lux Corp.
Aladdin Industries
Alladin Plastics
Allied Basket Co.
All Luminum Products
Allura Products
Aluminum Cooking Utensil Co.
Aluminum Goods Mfg. Co.
Aluminum Housewares Corp.
Aluminum Specialty Co.
American Casserole & Specialty Co.
American Sponge & Chamels Co.
American Thermos Products Co.
American Windshield & Specialty Co.
Ames Co., O.
Ames Shower Curtain Co.
Anchor Hocking Glass Corp.
Arlington Mfg. Co.
Armar Brasses & Silver Co.
Arnold-Plastron
Artcraft Wire Works
Artistic Wire Products Co.
Artloom Carpet Co.
Chemical Products Div.
Artsom Co.
Artware Creations
Arvin Industries, Electronics & Appliances Div.
Arvin Industries, Furniture & Housewares Div.
Associated Furniture Mfg. Co.
Atlantic Cabinet Corp.
Auerbach & Co., T. H.
Automatic Wire Goods Mfg. Co.
Auteyre Co.

B

BW Molded Plastics
Badger Basket Co.
Balanced Foods
Ballenoff Metal Products Co.
Barber Metal Products
Basson Plastics Corp.
Beafoot Airway Corp.
Beh Housewares Corp.
Bellair Enamel Co.
Benjamin & Medwin
Bennett-Ireland
Bernard Edward Co.
Berstad Mfg. Div.
McGraw-Edison Co.
Better Houseware Co.
Big Bay Mfg. Co.
Bissell Carpet Sweeper Co.
Blisscraft of Hollywood
Black & Co.
Representing:
Nelson Machine & Mfg. Co.
Virgo Mfg. Co.
Black, J. & I.
Bloomfield Industries
Blossom Mfg. Co.
Bogens
Baker & Co., H.
Banley Products Co.
Benny Products Co.
Bentley Molding Co.
Borg-Erickson Corp.
Boston Woven Hose & Rubber Co.
Bustwick Laboratories, Aerosol Div.
Branchell Co.
Brentley Co.
Bridgell, Inc., Chas. D.
Bridgport Brass Co.
Brilliant Metals Corp.
Bromwell Wire Goods Co.
Brown, Inc., John Clark
Bruce Co., E. I.
Bryant Electric Co., Plastics Dept.
Buckeye Div., Maraligan Corp.
Burgess Vibracrafters
Burlington Basket Co.
Burns Mfg. Co.
Buxbaum Mfg. Corp.
Buxbaum Co.

C

Cadie Chemical Products
Cal-Dak Co.
Cambridge Tool & Mfg. Co.
Camfield Mfg. Co.
Campro Products
Capital Products Co.
Cardinal China Co.
Carlisle Mfg. Co.
Carlson Products
Central States Paper & Bag Co.
Century Enterprises
Century Products
Certified Home Products
Chain Store Age
Chatham Glass Co.
Chattanooga Royal Co.
Chelsea Products
Chicago Metallic Mfg. Co.
Chico General Products Corp.
Cincinnati Galvanizing Co.
Circle Research Laboratories
Clark Co., J. R.
Club Aluminum Products Co.
Cohn-Hall-Mark Co., Div.
United Merchants & Mfgs. Co.
Coles & Co.
College Mill
Color Craft Co.
Columbian Enameling & Stamping Co.

Columbus Plastic Products
Comfort Lines
Continental Can Co.
Continental Scale Corp.
Continental Silver Co.
Cooper Thermometer Co.
Copper Britse
Corbin, Inc., R. K.
Corduan Mfg. Co.
Coring Glass Works
Cory Corp.
Coughlin Co., G. N.
Cromwell Silver Corp.
Crown Rubber Co.
Crown Sanitary Products

D

Damar Products
Dapel Plastics
Daton Co.
Davis Mfg. Co.
Dazey Corp.
Daw Mfg. Corp.
Dennis Mitchell Industries
Department Store Economist
Desaware Fondarie
Emallerie
Deshler Broom Factory
Detecta Scales
Dominion Electric Corp.
Dor-File Mfg. Co.
Dormeyer Corp.
Douglas & Co., David
Dover Maid Industries
Dover Stamping Co.
Draxton, N. E.
Dru (Evans International)
Druid Hill Park Seed Corp.
Du-Air Mfg. Co.
Du-Fold Mfg. Co.
Dupli-Color Products Co.
Du Pont de Nemours & Co., E. I.
Duralast Corp.
Durham Mfg. Corp.
Du-Wal

E

Eastern China Co.
Eastern Metal Products Corp.
Easy Day Mfg. Co.
Edlund Co.
Ehrlich, Lou
Elco Products Co.
Electric Steam Radiator Corp.
Elm Jay Metal Products Co.
Embee Metal Products
Embee Mfg. Co.
Emco Porcelain Enamel Co.
Empire-Amorex Products Corp.
Empire Brushes
Emson Corp.
Englishtown Corp.
Enterprise Aluminum Co.
Erie Map & Wringer Co.
Esmond Mfg. Co.
Everedy Co.

F

Falco Products Co.
Farber, Inc., S. W.
Farber & Shlevin
Federal Enameling & Stamping Co.
Federal Tool Corp.
Feamster Co., W. R.
Ferry-Morse Seed Co.
Filray Corp.
Firelogs
Fisher Plastics Co., Earl
Flambeau Plastics Corp.
Fletcher Enamel Co.
Foley Mfg. Co.
FoodCo Appliance Div., Kitchen-Quip
Forman Family
Franklin Lock & Hardware Mfg. Co.
Fresh'nd-Aire Co., Div. of Cory Corp.

G

G-H Specialty
G & S Metal Products Co.
Gallstyn Co.
Gardner & Co.
Gem, Inc.
General Electric Co., Housewares & Radio Receiver Div.
General Slicing Machine Co.
General Textile Co.
Genao Mower Co.
Goudor, Paeschke & Frey Co.
Gibraltar Households Products Co.
Gilton Mfg. Corp.
Gitsware Corp.
Glamorons
Glasier Products
Glasier, Lou
Gialite Corp.
Golden Star Polish Mfg. Co.
Goodrich Sponge Products, B. F.
Gotham Industries
Gray Co.
Griffith Laboratories
Griewald Mfg. Co.
Gustin-Kramer Co.

H

H & P House Furnishing Co.
Haddon Products
Hall China Co.
Hamilton Beach Co., Div. of Scovill Mfg. Co.
Hamilton Glass Co.
Hamilton Import Corp.
Hamilton Mfg. Corp.
Hamilton Skotch Corp.
Hampton Specialty Products
Hancock Mfg.

Handy-Andy Specialty Co.
Handy Things Mfg. Co.
Hankcraft Co.
Hardisty-Quittner
Hardware Age
Harris Pine Mills
Hart Products
Harvill Mfg. Corp.
Harville Rose Service
Harwood Co.
Heller Hostess Ware
Heller & Sons, Morris
Hemp and Co.
Herculean Appliance Co.
Herman's Novelty Mfg. Co.
Herald Products Co.
Hertzberg & Son, H.
Heyman Glass Co.
Hillside Metalware Co.
Hirsh Mfg. Co.
Hirsh Mfg. Co., S. A.
Home Furnishings Daily
Hoover Co.
Household Mfg. Co.

Kaplan & Sons, Joseph A.
Karmax Corp.
Karoff Originals
Keller Mfg. Co., H. V.
Kellogg Brush Mfg. Co.
Keystone Silver
Kidde Mfg. Co.
Kimberly-Clark Corp.
Kirk's Ltd.
Kitchen-Aid Div., Hobart Mfg. Co.
Klasco Products Co.
Kleinert Rubber Co., I. B.
Knape & Vogt Mfg. Co.
Knapp Monarch Co.
Knickerbocker Metal Guild
Knickerbocker Rubber Co.
Koanin Mfg. & Engineering Co.
Kord Mfg. Co.
Kordite Co., Div. of Tectron
Kromax Corp.

Lorenson Co.
Lovell Mfg. Co.
Lowenstein & Sons, M.
Edifilm Plastics Div.
Lucent Corp.
Luxe Reflexite Corp.
Lux Clock Mfg. Co.
Maggie Magnetic
Magic Hostess Corp.
Magicolor Co.
Magla Products
Magnolia Products
Majestic Silver Co.
Make It Snow (Div. of Boyle-Midway)
Manning Bowman Div., McGraw-Edison Co.
Mapco Corp.
Mariun Mfg. Co.
Marshallan Mfg. Co.
Martin Rubber Co.

M

Micro Steel Products Co., Div. of Cory Corp.
Mama Lites
Marrow Products
Marriss-Thermador Corp.
Northern Electric Co.
Northern Industrial Chemical Co.
Northland Aluminum Products
Nu-Color Corp. of America
Nu-Dell Plastics Corp.
Nylange Corp.
Nylonu, Inc.

O

O-Cedar, Div. of American-Marietta
O-Cal-O, Div. of General Mills
Oder-Aire
Onaida, Ltd.
Orman Co., Leonard
Oswow Products Co.
Oster Mfg. Co., John
Ox Fibre Brush Co.

P

P. B. R. Mfg. Co.
Palace Metal Products
Pars Mfg. Co.
Parker-Gaines
Parker Metal Decorating Co.
Party-Q Corp.
Parvin Mfg. Co.
Patent Novelty Co.
Pearl Wick Corp.
Perris Mfg. Corp.
Pennant Corp.
Peoria Metal Specialty Co.
Personal Products Corp.
Pfaltzgraff Pottery
Phoenix Table Mat Co.
Plas-Tex Corp.
Plastic Metal Mfg. Co.
Plastics Consolidated Industries
Plastics Mfg. Co.
Plasti-Kate
Plastomatic Corp.
Plastray Corp.
Plaut & Lederman
Plorlon Products
Pomeroy, Inc., Julie
Portable Electric Tools
Postley, John E.
Premier Mfg. Co.
Prepac, Inc.
Pressing Supply Co.
Pretty Products
Prizer-Printer Stove Works
Proctor Electric Co.
Progressive Co.
Prolon Plastics Div., Prophy-lac-tic Brush Co.

Q

Quaker Industries Co.
Quaker Industries, Inc.
Quality Molding Co.
Quality Products Mfg. Co.
Quickie Mfg. Corp.

R

Raber Mfg. Corp.
Ransburg Co., Harper J.
Ransom Brush Co.
Raymar Cabinet Co.
Redman Sons & Co., W. C.
Regal Specialty Mfg. Co.
Regal Ware
Regent-Sheffield
Regina Corp.
Reliable Metal Novelty Co.
Republic Molding Corp.
Revera Copper & Brass
Rhodes, M. H.
Richmond Cedar Works Mfg. Corp.
Rival Mfg. Co.
Robertson Mfg. Co.
Roberts Colonial House
Robeson Cutlery Co.
Robinson Rochester Corp.
Robinson Knife Co.
Robinson Sponge Co.
Rogers Plastic Corp.
Rona Plastic Corp.
Rosenberg Bros. & Co.
Roto-Bowl Corp. of America
Royal Chrome Housewares
Royal Pacific Co.
Royal Rubber & Mfg. Co.
Russakov Co. of America
Rustic Crafts Co.

S

S & F Company
Sabino, Antonio T.
Safeguard Corp.
Salmonson & Co.
Salton Mfg. Co.
Sanitary Receiver Co.
Sani-Wax Co.
Sanjo Utility Mfg. Co.
Saxony Electronics
Schiller & Asmus
Representing:
Superior Paper Products Co.
Wing Brothers
Schlueter Mfg. Co.
Scientific Silver Service Corp.
Scranton Showers
Div. of Scranton Laco Co.
Seal Sac
Sessions Clock Co.
Seth Thomas Clocks, Div. of General Time Corp.
Seymour Tool & Engineering Co.
Sheridan Silver Co.
Shettland Co.
Shirway Mfg. Co.

Signal Electric Div., King-Sueley Corp.
Silux Co.
Silver Chamberlin Co.
Skolny Basket Co., I.
Son-Chief Electronics
Southern Fabricators Corp.
Space-Maid
Spaulding Industries
Special Products Co.
Specialty Steel & Wire Products Corp.
Specs Products Div.
Specialty Sheet Metal Mfg. Co.
Spartan Faraday
Cooper Hewitt Elec. Div.
Stainless Ware Co. of America
Stafford & Sons, John C.
Standard Can Corp.
Standfast Products Co.
Stangard Products
Stanley-Oliver Mfg. Co.
Star Line Cabinet Co.
Steel Cabinets
Stellad Products
Stern, A. W.
Representing:
Atlantic Tubing & Rubber Co.
Micro Moisture Controls
Stetson China Co.
Stix Products
Superior Electric Products Corp.
Superior Plastics
Superior Rubber Prod. Mfg. Corp.
Supreme Products Corp., Div. of American
Swing-A-Way Mfg. Co.
Synthetic Fabrics

T

Taplin Mfg. Co.
Taylor Instrument Companies
Texas Feathers
Textile Mills Co.
Thatcher Glass Mfg. Co., McKee Div.
Thermomaster Corp. of America
Thomas Co.
Thompson Corp., George S.
Thurnauer Co., G. M.
Tipon Corp.
Tip Top Brush Co.
Titan Mfg. Co.
Toastmaster Products Div.
McGraw-Edison Co.
Tolada Guild Products
Transparent Specialties Corp.
Trionan Ware
Tricolator Mfg. Co.
Trio Mills Mfg. Corp.
Tri-State Plastic Molding Co.
Turner & Seymour Mfg. Co.
Turtle Wax-Plastone Co.

U

U. S. Cocoa Mat Corp.
Ullman Co.
Union Steel Products Co.
United Plastic Corp.
United States Elec. Mfg. Corp.
United States Stamping Co.
United Wire Goods Mfg. Co.
Utica Cutlery Co.

V

Vaughan Mfg. Co.
Vermillion Co., W. R.
Victory Mfg. Corp.
Vivitex Corp.
Vogue Mfg. Co.
Vollman & Sons, S.
Vollrath Co.
Voos Co.

W

Waco Products
Wagner Mfg. Co.
Wagner Mfg. Co., E. R.
Wallace Products
Wallace Silversmiths
Wallkill Machine Works
Waring Products Corp.
Washburn Co.
Washington Forge
Washington Steel Products
Watertown Mfg. Co.
Weber Bros. Metal Works
Weelate Co.
Weinman Brothers
Weiss & Klau
Welmaid Products
Werner Co., R. D.
West Bend Aluminum Co.
Westchester Bricktote Prod. Co.
Westclox, Div. of General Time Corp.
Western Woods
Westinghouse Electric Corp.
White Studios
Wickford Products
Williams Cutlery
Wilmar Products Corp.
Wiltshire Mfg. Co.
Wilson Specialties Co.
Wiss & Sons Co., J.
Wolf Mfg. Co.
Wolfe Products Co.
Wolff Products Co.
Woodpecker Woodware
Wooster Rubber Co.
Worldsbest Industries

Z

Zachman & Co.
Zenith Metal Products Co.
Zim Mfg. Co.

615 exhibitors will give you
the big, true picture
of your industry at the...

27th NHMA National Housewares Exhibit

July 8-12, 1957

ATLANTIC CITY AUDITORIUM ATLANTIC CITY
NEW JERSEY

National Housewares Manufacturers Association
(Incorporated not-for-profit)

1140 MERCHANDISE MART, CHICAGO 54, ILL.

Household Research Corp.
Houseware Sales Corp.
Representing:
General Wood Products Co.
Wm. B. Watkins Co.
Houseware Trading Corp.
Housewares Review
Howell Co.
Hull Cutlery Corp., John
Hull Silversmiths Corp., Div.
John Hull Cutlery Corp.
Hunter Metal Industries
Hutler Mfg. Co.
Hy-Plane Mfg. Co.

I

Ideal Rubber Products Co.
Imperial Knife Associated Cos.
Inland Mfg. Div., General Motors Corp.
Insta Products Co., Div. of Knapp Monarch Co.
International Appliance Corp.
International Molded Plastics
International Oil Burner Co.
International Silver Co.
Iona Mfg. Co.
Iraanes Co.
Irvin Ware Co.

J

Jaxton Mfg. Corp.
Jeanette Glass Co.
Jiffy Enterprises
Johnson & Son, Inc., S. C.
Johnston Corp., Gaston

K

KVP Company
Kamensin, Inc., M.
Kamkap

L

La Belle Silver Co.
Lafayette Products Co.
Landers, Frery & Clark
La Pointe Industries, Howard
Lasko Metal Products Co.
Lawson Co., F. H.
Lea Fabrics
Leiner & Co., Geo. S.
Leipzig Co., A.
Representing:
R. H. Lyons Co.
Leipzig & Lippe, Inc.
Representing:
Eclipse Metal Mfg. Co.
R. Greenspan & Co.
Jobie Mfg. Co.
West River Basket Corp.
Levitz, Harry
Representing:
Eastern Frame & Mirror Corp.
Marle Specialty Co., Inc.
Levy Bros.
Levy Sons, I.
Representing:
U. S. Mfg. Co.
Lewal Industries
Lewis Steel Products Corp.
Lewyt Corp.
Lifetime Cutlery Corp.
Lincoln Mfg. Co.
Lincoln Metal Products Corp.
Lisk-Savory Corp.
Loeb, Inc., Ben S.
Representing:
American Family Scale Co.
Edlen Herman Products
Hobson & Batts Co.
Martin Stove & Range Co.
Riverside Foundry Co.
Stowers, Inc.
Watt Pottery Co.
Loagan Co.
Loma Plastics
Loneragon Mfg. Div., McGraw-Edison Co.
Lerch & Co., H.

Masonware Co.
Mastercrafters Clock & Radio Co.
Master Mfg. Co.
Master Metal Products
Master Mfg. Co.
Mayer Co., William F.
Maynard Mfg. Co.
Maywood Furniture Co.
Mechanical Mirror Works
Megal Mfg. Corp.
Melard Mfg. Corp.
Melcor, Inc.
Merit Creations
Merit Enterprises
Metal Box Co.
Metal Cabinets Mfg. Corp.
Metalcraft Mfg. Corp.
Metal Ware Corp.
Metropolitan Wire Goods Corp.
Meyer of California, Fred
Meyer & Sons, W. F.
Midwest Mower Corp.
Miller Studio
Milwaukee File Co.
Modern Carpet Sweeper Co.
Madglin Co.
Monarch Cabinet Corp.
Mouli Mfg. Corp.
Munising Wood Products Co.
Munsey Products
Mystik Adhesive Products

N

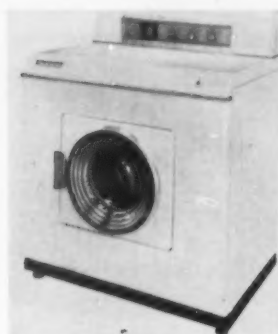
N. Y. Standard Mfg. Co.
Nappe-Smith Mfg. Co.
National Brush Co.
National Can Corp.
National Engineering & Mfg. Co.
National Food Slicing Machine Co.
National Potteries Co.
National Presto Industries
National Products
National Silver Co.
Nevco Wood Products Co.
New England Map Co.
New York Lumber & Panel Co.

NEW PRODUCTS



ANNA A. NOONE

New Products Editor

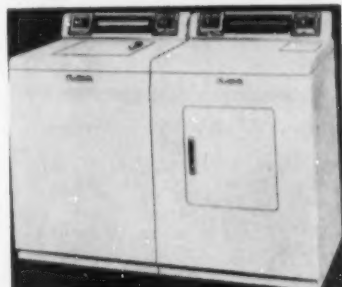

O'KEEFE & MERRITT
Washer-Dryer

O'Keefe & Merritt Co.,
3700 E. Olympic Blvd.,
Los Angeles, 23, Calif.

Device: Automatic washer-dryer combination.

Selling Features: Has 8 lbs. capacity; automatically washes, rinses and dries in continuous operation; flexible wash control washes up to 18-min.; automatic water saver meters out minimum amount of water for proper wash and rinse of each load according to type fabric and amount of clothes; master control automatically provides entire cycle from wash to dry; wash cycle and rinse cycle consists of 2 warm spray rinses, 2 warm deep rinses with associated fills and drains and the dry cycle, also provides for selection of wash time from 0 to 18 min.; cycle is automatically retarded to allow complete fill in low water pressure areas gas dryer with automatic electric burner ignition; ignitor automatically cuts off after burner is ignited; sunshine lamp; calibrated measuring cup provides correct amount detergent for each load; dryness control automatically provides correct temperature and time for each type fabric or amt. of clothes; dryer selections include fine fabrics, mixed cottons, work cloths etc. and a 4½ min. cooling down period; equipped with ½ h.p. motor; no bolting down necessary; die-cast impeller type, modified squirrel-cage blower; 240 cfm air displacement; separate motor driven drain pump.

Safety devices include door switch; water level switch, motor overload; burner box safety thermostat; blower safety thermostat.


ONE-MINUTE Washers

One Minute Washer Co.,
Kellogg, Iowa

Models: One-Minute has introduced 2 new lines of automatic washers and dryers—a Master Deluxe line and a Deluxe line.

Selling Features: Both lines include an automatic washer, and electric and a gas dryer. Master Deluxe line styled with bands of chrome; both washers and dryers feature soft lighting of control panels; Master Deluxe dryer No. 77E (electric) and 77N (gas) provides 3 types drying action; controls may be set for "fluff" dry for miracle fabrics that need no heat, "warm" for woollens and fabrics that use heat up to 140 degs.; and "hot" for linens, cottons etc. that use up to 180 degs. heat; they also have 3-way venting, a double insulated door for snagproof drying drum.

Deluxe dryer 78E (electric) and 78N (gas) have single control on back of 1-piece top; all have control dials calibrated in minutes up to 120— for selective drying times; control dials on Master Deluxe are lighted from rear. Both models have jumbo nylon lint tray conveniently located on top snap action safety door latch and switch; door opens as easily from inside as out.

Automatic washers styled to match dryers: Master Deluxe No. 77 has a hot and warm setting to pre-select wash water temperature. Both No. 77 and Deluxe model 78 have 6-cycle washing action which includes a 4-min. fill with option of 5-min. fill for low water pressure areas; a 1-to-12 min. wash, 2 spray rinses, a continuous cold deep overflow rinse and a third spray rinse at start of 625 rpm high speed spin dry. Its possible to skip, shorten, or repeat any of 6 opera-

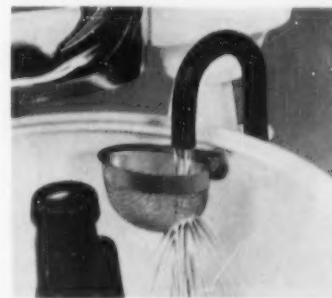
tions; 1-piece seamless porcelain enamel tubs have 9 lb. capacity; no lint trap needed; non-syphon protection provided snap-action cabinet assembly for easy servicing.


NORGE Washers

Norge Div.,
Borg-Warner Corp.,
Chicago, Ill.

Models: 3 new wringer washers with snap-in automatic lint filter—FCW-5710P, FCW 57-10PT and FCW 57-10PTE.

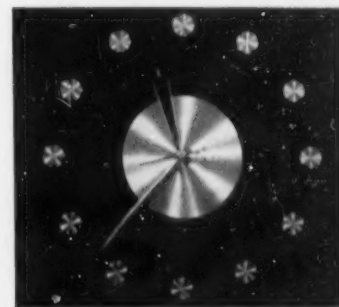
Selling Features: "Magic screen lint filter" drains wash and rinse water



through tiny metal perforations; suspended 6-in. from washer wall and above full load line, the filter is held in place by wire arms; 3-in. wide, 5-in. long and 3-in. deep, filter occupies little space; easily removed from snap-in wall bracket; removes all lint, soap residue and fuzz.

Automatic timers provide selection of wash periods; power rinse eliminates need for extra wash tubs; 10-lb. capacity porcelain tub; adjustable safety wringer with balloon rolls; triple-action agitator; non-tip design; ½ h.p. motor; transmission with 7 moving parts.

Price: From \$139.95 to \$179.95


MILLER Clocks

Howard Miller Clock Co.,
Zeeland, Mich.

Models: 2 new low-cost units in choice of 4 finishes have been added to line of built-in electric wall clocks.

Selling Features: No. 6720, with circular numeral indicators ¾ in. diam.; No. 6721 with 1½ in. long, ¾ in. wide bar hour indicators; hour indicators project ¾ in. from wall, giving clock depth; both models available with satin brass, copper, aluminum, or black hour indicators, hands and center plate. A choice of hands is offered for installation diameters of 8 to 16 and 15 to 24 in.

Price: Each model, \$15.95.

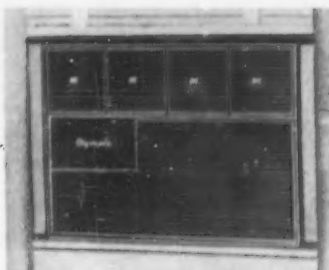

SCHICK Shaver

Schick Inc.,
Lancaster, Pa.

Device: Schick "Varsity" shaver designed for young man's market.

Selling Features: New Magna-Matic motor; a snap-on beard catcher whiskit with pushbutton release for easy cleaning; new "stand-up design" stands on own base; available in 4 colors—red, blue, green and charcoal; Scotch plaid cloth carrying pouch.

Price: \$17.50 including pouch.



OLYMPIC Air Conditioners

Olympic Radio & TV, Inc.,
Olympic Bldg.,
Long Island City, 1, N. Y.

Device: Olympic custom line of 2 Super-Thin and 4 conventional room air conditioners.

Selling Features: Models in both series feature automatic thermostat control with Super-Thin models having 5-position push-button controls, 2-speed fans, a permanent electrostatic filter. Two of the 4 conventional models have simplified 1-knob control; the two 230-volt conventionals have push-button control; all have Fiberglas filters.

Super-Thin units, 20½ in. high, 26½ in. wide and 17½ in. deep are OT785C, low ampere, ¾ h.p. (7.5 amps); and model OT7110C, 115-volt 1 h.p.

Conventional models are 16½ in. high x 26½ in. wide and 30½ in. deep, (2 h.p. OW7200D is 33½ in. deep) are: No. OW775D, low amp ¾ h.p. (7.5 amps.); No. OW7100D, 115 volt, 1 h.p.; No. OW6100D, 230 volt, 1 h.p.; and No. OW200D, 230 volt 2 h.p.

All models designed for flush mounting in standard double-hung windows.



NORGE Ranges

Norge Div.,
Borg-Warner Corp.,
Chicago, Ill.

Models: Norgé new range line includes four 30 and 36-in. "high-fashion" models in custom and standard series; a 36-in. vertical broiler range; and a 20-in. apartment size range.

Selling Features: Styling includes a high-back panel of colored aluminum with chrome; a fluorescent

NEW PRODUCTS

light with special lens; built-in kitchen clock.

Vertical broiler range which broils meat on both sides at once, and 20-in. apartment range have been restyled and incorporated in new line. Features include a meal sentry located on right front unit—an automatic device that prevents burning food, scorching pans, and overheating; it maintains precise temperatures thermostatically; roast thermometer sounds a buzzer when meat reaches selected temperature; a visual indicator aids in determining temperature settings; infinite heat controls provide unlimited variety of heats on each of 4 surface units and automatically maintains constant heat at any setting.

Custom and Standard ranges have a char-coil speed-broiler with a 21 in. oven in 36 in. models and a 24½ in. oven in the 30-in. models; a storage drawer on nylon rollers in both size models; acid-resistant Titanium porcelain, glass fiber insulation, leveling glides, flush-to-wall design are other features.

A plug-in thermostatically controlled redi-griddle complete with cord is available as optional equipment.

Price: From \$179.95 for E-2A, 20-in. model to \$349.95 for ED-67, 36 in. model. E-3620VB, 36-in. vertical broiler model, \$249.95.



DORMEYER Toaster

Dormeyer Corp.,
Kingsbury & Huron Sts.,
Chicago, 10, Ill.

Model: New Dormeyer pop-up toaster No. 6303.

Selling Features: New mechanism—user sets dial to type toast desired (light, dark, golden-brown) inserts bread, toaster does the rest—electronically determines temperature of slice inserted; gauges moisture content of bread and toasts it long enough to deliver selected degree of brownness.

Extra wide well for waffles, English muffins, rusks and other foods too wide for conventional well.



WASTE KING Dishwashers

Waste King Corp.,
3300 E. 50th St.,
Los Angeles, Calif.

Device: Waste King dishwashers with special Rinse-Dry injector system.

Selling Features: Injector system is available as factory-installed optional equipment on all 4 models of dishwasher line; reservoir and nozzle for storing and injecting detergent-type liquid located on inside of dishwasher door for easy refilling; 4-oz. reservoir holds a 6-months supply; nozzle injects wetting agent into final rinse water automatically so that water sheets off glassware, dishes and silver without leaving spot-producing droplets.



MANITOWOC Built-In Refrigerator-Freezer

Manitowoc Equipment Works,
621 Quay St.,
Manitowoc, Wis.

Device: Manitowoc 2-zone built-in combination refrigerator-freezer.

Selling Features: Combines 13 cu. ft. freezer space with a 10 cu. ft. refrigerator, fitting flush into no more space than required for a conventional 14 cu. ft. model (requires a compartment area of only 36½ x 82 in. with depth of 24 in.); unit is delivered completely equipped for installation; 6 easy-to-install steps: single hermetically sealed ¼ h.p. refrigeration system sits on top of unit providing maximum airflow; a prefabricated ventilator delivered with each 2-zone has a panel with 2 rows of steel louvers held in free-

floating slot-design; "cold wall" construction; has separate, independent cooling systems for freezer and refrigerator—each system has its own control; squared-up lines with easy-grip door handles; satinized stainless finish; available with left or right hand doors; yellow interiors; slide-out shelves easy to clean have anodized guard rails; glass-top stay-fresh vegetable compartment; "supermarket" door provides space for bottles; special cheese and butter compartment.



GIBSON Freezer

Gibson Refrigerator Co.,
Div. Hupp Corp.,
Greensville, Mich.

Model: Gibson 10½ cu. ft. upright freezer No. GUF-11.

Selling Features: Stores up to 355 lbs. frozen food; offered with matching G-100C refrigerator as Gibson Sweetheart pair; the 2 units provide 21 cu. ft. storage space in a combined width of 48 in.; new type cooling plate called "Freez-Flo" cooling gives sharper freezing action in a continuous cooling surface running from top to bottom of freezer; 4 fast-freezing shelves; peach porcelain interior with grey throat and gold colored shelf trim; 5 deep door shelves provide convenient storage for packages as well as juice cans; both freezer and matching refrigerator available with right or left-hand doors.

Price: Freezer, "less than \$250." with matching refrigerator, "less than \$500."

BRIEFS

Stewart Industries of Indianapolis, 2, Indiana, makers of Kitchen-Aire exhaust fans, announces a new Kitchen-Aire conversion kit to convert wall model Kitchen-Aires to roof models. A modified motor cover with clips replaces regular motor cover, and a roof cover is screwed on to modified motor cover.

A new line of splash plates are also available in the same electroplated finishes as the Kitchen-Aire range hoods. They come with necessary hardware, and are available in widths to match all range hoods.



Never judge a book by its thickness! Warner Waide's "thin" builder order book, at left, gives him a lot more profit than his "thick" consumer order book.

Here is a General Electric retailer.
His store stocks a line that spreads from toys to appliances.
Fairly typical. But here is the interesting thing:
He's got 140 builders on his books.

In the last 1½ years his sales to builders have
gone from 0 to nearly 1,000 major appliance units
HOW?

This General Electric retailer is Warner Waide.

He is the general manager of Best Hardware and Appliance Company, Memphis, Tennessee.

Warner Waide figures his primary job to be the sale of appliances—one at a time, or if he is lucky, several at a time.

Two years ago, he began—with a plan—to get Best Hardware into the builder market. His plan was based on SERVICE to builders. He made three basic moves.

First, he built 2000 extra feet of warehousing space onto his store—and put in it a good selection of builder-type appliances.

Second, he contracted for the services of a local artist—on a free-lance basis—to draw up kitchen layouts.

Then, Waide put in charge of his builder sales Jimmy Foppiano, a man thoroughly acquainted with the builder business. Under him he put 2

service men, available to builders at all times.

That was 2 years ago. Today, Warner Waide's builder sales are up to his consumer sales—even a little higher—they now number 1,000 units. And his *profit* in the builder market is very satisfactory. He has already more than met his builder expenses.

Service, of course, is the reason for this success. Waide plans in advance, uses his warehouse well. Any builder in the area knows he can have his order in a matter of hours, knows he need not keep expensive plumbers and electricians waiting

for appliance deliveries, knows he has to pay *no* warehousing costs.

Warner Waide has now hired a woman to demonstrate his appliances in new homes. But she's more than a demonstrator—she's a salesman, too. Result: more consumer sales.

The name Best Hardware is now as widely known among Memphis home owners as it is among the builders. And business is getting better all the time. Waide will open a new store in East Memphis later this year.

This man is just one of a growing number of General Electric retailers who have found success in the builder market.

General Electric, as a matter of policy, encourages retailers to sell to the builder market. For we believe that any successful retailer has the opportunity to make himself a profit on builder sales, just as Warner Waide is doing.

Any way you look at it, making a profit is good for a G-E retailer. And what is profitable for General Electric retailers, is certainly good for General Electric.

General Electric Company, Appliance and Television Receiver Division, Louisville 1, Ky.

Progress Is Our Most Important Product

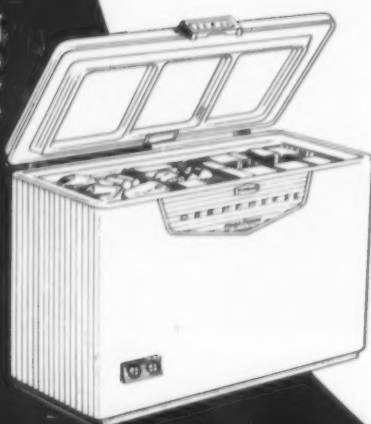
GENERAL  ELECTRIC

3 BIG

Why *Amana* Is The
Realistic Thinking In
Puts The



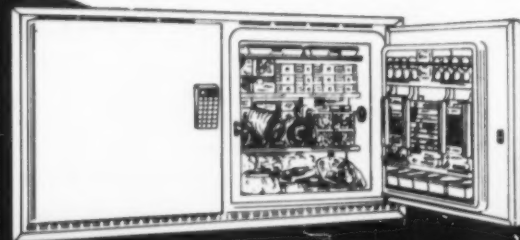
Amana UPRIGHT FREEZER.
The only freezer guaranteed to outperform all others, has produced wide customer satisfaction, top profits for Dealers.



Deepfreeze HOME FREEZER.
This world famous chest freezer made only by Amana is priced to outsell competition and still give you a generous mark-up.



Amana FREEZER plus REFRIGERATOR.
Here Amana design and engineering have obsoleted all competitive products as proven by the fact that 1 out of 5 trade-ins for this unit is less than 5 yrs. old!



Amana BUILT-IN FREEZERS AND REFRIGERATORS. Easy to sell, cost little to install and provide a top-profit margin. The Special Amana Builder Plan can help you make many extra sales.

Amana[®]

Backed by a Century-Old Tradition of
AMANA REFRIGERATION, INC.

REASONS

Most Profitable Line You Can Handle!

Product Design... In Distribution... And In Advertising
Amana Line In A Class By Itself.

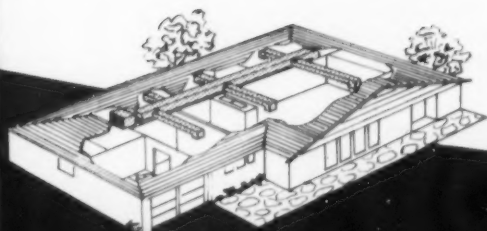
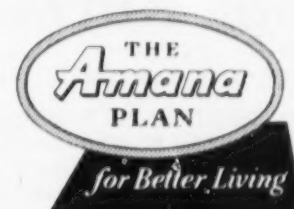
2 **Amana** Merchandising Assures Good Volume and Realistic Mark-Ups To Off-Set The Ever Increasing Cost of Running YOUR Business Today. Amana has accurately appraised America's demand for its products. Amana Dealers enjoy sufficient sales areas to assure volume business. You get full-price sales with generous mark-up because Amana does not over-produce then force loss-leader sales with lowered profits for dealers. Even in special promotions Amana Dealers still get their full mark-up.

3 **Amana** Advertising Expenditure Is One Of The Industry's Largest. Amana's over-all national advertising program covering the entire line of Amana products has built up a brand acceptance without equal in the Industry! Today, the name, "Amana", on a product has come to be accepted as a guarantee of quality. In addition, Amana's generous co-op advertising allowance plus well planned, well coordinated promotions brings customers into your store... moves merchandise off your floor.

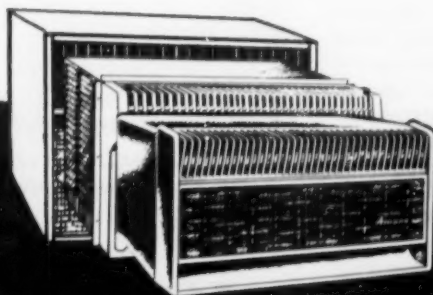
That's why business stays good with Amana!

The **Amana** Plan for Better Living

...the original and only truly enduring and successful Freezer Food Plan... is an outstanding example of the completeness of Amana's approach to selling. It is the type of promotional thinking that keeps merchandise moving for all Amana Dealers!



Amana BUILT-IN CENTRAL AIR CONDITIONING SYSTEMS. These 2 and 3 1/2 ton units feature a simple method of installation, reduce costs to a minimum. A tremendous profit opportunity for you!



3 GREAT ROOM AIR CONDITIONERS. The revolutionary DECORATOR lets owners change panel fabrics to match any decor. The low price DELUXE and thin SLIM-LO help make the Amana line today's most complete for top sales and profits!

PHONE, WIRE OR MAIL COUPON TODAY

Amana Refrigeration, Inc.
Amana 16, Iowa

Gentlemen: I'd like to know more about building profits with Amana. Send me information on:

- | | |
|--|--|
| <input type="checkbox"/> Freezer Plus Refrigerator | <input type="checkbox"/> Built-In Freezers and Refrigerators |
| <input type="checkbox"/> Freezers | <input type="checkbox"/> Central Air Conditioning Systems |
| <input type="checkbox"/> Room Air Conditioners | |

Name _____
Street _____
City _____ Zone _____ State _____

tion of Fine Craftsmanship
NC. AMANA, IOWA

KitchenAid is a mixer



..a food chopper

..a vegetable slicer

..a can opener

**..a colander
and sieve**

and KitchenAid is a profit-maker for you!

The KitchenAid Food Preparer offers unequalled menu flexibility for your customers. It is a quality product that is made to do the best job possible in food preparation. The line of attachments is complete, designed for easy operation and perfect results every time. KitchenAid has built-in power to operate all attachments without the need for an expensive power booster.

It will pay you to stress this sales feature. And show your customers the exclusive Hobart planetary action that mixes just as thoroughly at bowl edge as at center. Show them the attachments for chopping, slicing, shredding, straining and can-opening. Let them see how easy these attachments are to attach, use and change.

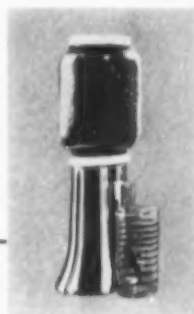
And another quality KitchenAid product is the electric coffee mill that offers the housewife the convenience

of *always fresh*, full-strength coffee. Stored in the whole bean in the glass container to protect flavor oils from evaporating, the beans are ground with the flip of a switch—as much as you need—as you need it.

The KitchenAid Food Preparer is available in three-, four- or five-quart sizes. The 3C (three-quart) and the coffee mill are available in a wide range of decorator finishes and colors that are compatible to any kitchen color scheme.

These KitchenAid products, and the famous KitchenAid automatic dishwasher, serve *you* and *your* customers as only quality products can.

Write KitchenAid Electric Housewares Division, Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. In Canada write: 175 George St., Toronto 2.



KitchenAid®

The Finest Made . . . by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



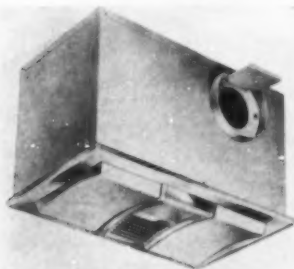
HOTPOINT Refrigerator-Freezers

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Models: Two new combination 2-door refrigerator-freezers 7EP18 and 7EW12.

Selling Features: No. 7EP18 requires same floor space as conventional 12 cu. ft. models; has a total capacity of 18.4 cu. ft.; with a fresh food compartment of 11.1 cu. ft., and a 7.3 cu. ft. freezer that holds 250 lbs.; Big Bin storage area holds more than 4 gal. milk, beverages and almost $\frac{3}{4}$ bu. fresh vegetables; other features include automatic defrost; aluminum door shelves for butter, cheese, eggs, bottle storage, and roll out adjustable aluminum shelves for easy storage.

No. 7EW12, a 12 cu. ft. combination; separate freezer has 91 lb. capacity; automatic defrosting, aluminum door shelves for butter, cheese, eggs, bottles, a tall bottle zone, 10 juice can rack in freezer door plus an 8 frozen food package rack, aluminum glide out shelves, twin porcelain enameled vegetable crispers and rollers that allow refrigerator to be rolled away from walls for cleaning.



AIR KING Fan-Light

Berns Air King Corp.,
3050 N. Rockwell St.,
Chicago, 18, Ill.

Device: Berns Air King combination bathroom fan and light.

Selling Features: Provides ventilation and illumination for bathrooms; also suitable for small kitchens; ventilation is provided by a 6-in. pressure blower blade and heavy duty moisture-resistant motor; designed to operate quietly; 2 concave glass diffuser lenses provide glare-free light from two 60-watt bulbs; triple chrome plated

NEW PRODUCTS

frame and grill; pressure wire springs allow entire frame to snap out and hang free for easy cleaning and bulb changing, they also eliminate grill vibration when fan is in use; fits between joists and can be used for vertical or horizontal exhaust with a 4-in. round duct; fan and light can also be connected to separate switches for individual operation; 175 cfm.
Price: \$37.

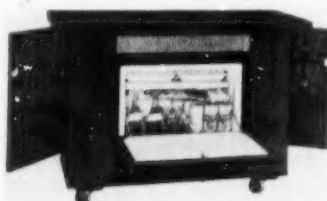


PREWAY Range-Hood Fan

Preway Inc.,
Wisconsin Rapids, Wis.

Device: Preway "Evectaire" range hoods, and blowers.

Selling Features: Hood available in white, coppertone or stainless steel; comes in 3 sizes: 30, 36 and 42-in. wide to match modern counter cook units or any free standing range; blower units come in single and double types depending on need and provide glareless lighting over cooking area; "quick-in" filter plate prevents accumulation of grease on ductwork leading from hood to outdoors; operates on 110-volt, a.c. or d.c. splashplates available in colors matching the Evectaire hoods.



REFRIGERETTE Buffet

Servel Inc.,
Evansville, 20, Ind.

Device: Wonderbar Refrigerette line has new refrigerated serving buffet, "Serv-Ette."

Selling Features: A portable hospitality bar with its own built-in silent electric Wonderbar refrigerator for freezing ice cubes and chilling beverages and foods; custom built of hardwoods with V-matched front panels in mahogany, walnut or limed oak; burn resistant, alcohol proof, wood-grained

Formica; bottle storage space at each end; doors of bottle compartments have built-in locks and glassware racks; highball glasses included; bar rolls on $\frac{3}{4}$ in. rubber-tired casters; overall size 48 in. wide x 18 in. deep x 32 $\frac{1}{2}$ in. high.

Wonderbar is now available in additional colors including Chinese modern in vermilion and ebony or jade; plain ebony or white; 2-tone combinations of white and ebony or mint and jade. Refrigerated by electrically operated absorption system that freezes with no moving parts and is permanently silent; cabinet holds 1.5 cu. ft. freezes 28 ice cubes; portable, moves on leg-and-caster sets or on a 3-wheeled chrome Wondercart, or mounted on matching cellarette bases.



MYERS Water Softener

The F. E. Myers & Bro. Co.,
Ashland, O.

Device: New automatic, cabinet model, automatic water softener.

Selling Features: Preset controls enables installation in less than half time needed for other models that require adjustment at time of installation; connection of electrical and mechanical parts and necessary piping arrangements are only requirements to ready unit for service; a new innovation, according to Myers, is a "unitizing" of parts for each servicing; electrical controls are separated from mechanical controls by plug-in cable, eliminating corrosion of electrical controls and making service and replacement of parts easier; flexible control system and a valve with low pressure loss also simplifies service problems; a 12-day precision clock controls regeneration cycle of unit; clock, set at time of installation, automatically regenerates every 12 days, or more often depending upon hardness of water and usage; brine and softener tanks coated with epoxy paint to withstand corrosion; white baked-on-enamel table-top cabinet; chrome trim.



NORGE Water Heaters

Norge Div.,
Borg-Warner Corp.,
Chicago, Ill.

Models: New line of Norge water heaters include 52 gas and electric models with capacities ranging up to 82 gal.

Selling Features: Three types of storage tank linings: galvanized, glass, stone available in both fuels; a 10-year protection plan is standard on glass and stone lined models; 1, 5 and 10-year plans on galvanized models.

Glass fiber insulation 3-in. thick of 1-piece construction combines with heavy-gauge jacket to insulate against heat-loss; automatic electric models come in 30, 40, 52, 66 and 82 gal. capacities; feature long-life wrap-around elements located outside storage tank to give more efficient heating and prevent failure due to lime formation and corrosive water action; special baffle prevents incoming cold water from mixing directly with hot water.

Price: From \$64.95 to \$194.95 on galvanized models; \$114.95 to \$189.95 on glass-lined models; and \$129.95 to \$214.95 on stone-lined heaters.

BRIEFS

Dormeyer Corp., announces that the Silver-Star mixer—an all-chrome and stainless steel mixer with grinding, slicing and shredding attachments will be sold at a one-unit price, complete with attachments for the first time—no extra charge for the grinder, shredder or slicer. In addition to mixer head and base, the new Silver-Star is equipped with 2 stainless steel mixing bowls.

Cummins Power Tools of Milwaukee, Wis., announces a new 2-speed angle head attachment for $\frac{1}{4}$ in. drills. The angle head swivels to any position in full 360 deg. arc to get into all tight spots; operates at high or low speed (2 to 1 ratio), price, \$19.95.

Sunbeam Mixmasters are now available in a choice of white, pink, yellow, turquoise or chrome, and retail at \$45.50 without juicer and \$54.50 in chrome.



HOTPOINT Portable TV Sets

Hotpoint Co.,
5600 W. Taylor Rd.,
Chicago, Ill.

Models: 4 new 14 and 17-in. sets in Hotpoint 1958 line.

Selling Features: Included in line are two 14 in. and two 17-in. portables; all have lightweight aluminum cabinets available for VHF and UHF; deluxe features include aluminum loud speaker voice coils that give hi-fi FM sound; sight and sound tuner that automatically locks in best picture with best sound; electrostatic focus picture tube that maintains clear picture even on low voltage; Agc; new deflector yoke and shielded tuner; all models have new 110 deg. picture tubes that increase viewable area up to 12½ percent; reduce overall weight as much as 25 percent and permits cabinets almost 4 in. shorter; depth from front to back is less than width from side to side; 90 deg. tube has less weight and greater viewing area; 14 in. models weigh 24 lbs.; 17-in. models, 30 lbs.

All models have built-in antenna that pops up from inside cabinet and swivels for reception; high impact screen guard; shaded safety window for sharper contrast; cabinets come in red and sand, or 2 shades of green; deluxe 17 in. models come in beige and gray; all have gold accent trims.



OLYMPIC TV Set

Olympic Radio & TV Inc.,
Olympic Bldg.,
Long Island City, 1, N. Y.

Device: Olympic 21-in. table TV, Rockland No. 1TY95L.

Selling Features: Cabinet covered

NEW PRODUCTS and Radio

with mahogany colored leatherette; contains 21-in. (diag. measurement) picture tube, switch-type Tetrode tuner, power transformer chassis, built-in antenna and top front controls.



ANDREA TV Console

Andrea Radio Corp.,
27-01 Bridge Plaza N.,
Long Island City, 1, N. Y.

Device: Andrea custom-built TV console, Kentmore.

Selling Features: A 21-in. set housed in traditional cabinet of hardwood solids and veneers in 4 finishes—natural mahogany, blonde, walnut-fruitwood and ebony; bi-fi picture control; horizontal, single unit design chassis employs 23 tubes, heavy-duty transformer and inverse feed back sound amplifier; cadmium plated chassis with all components oversized and climate-sealed.

Price: From \$329.95 in mahogany.



G-E TV Sets

General Electric Co.,
Electronics Park,
Syracuse, N. Y.

Models: G-E 1958 line includes 6 portable sets.

Selling Features: Included are three 14-in. and three 17-in. models all use 110-deg. aluminized picture tube with 108 sq. in. picture in 14-in. sets and 154 sq. in. in 17-in. sets; 14-in. models weigh 24 lbs.; 17-in. 30 lbs.; all will be available with UHF at extra cost; improved appearance carries color to back of set, concealing or eliminating all protruding controls possible; built-in telescoping antenna han-

dles UHF and VHF signals; 14 in. cabinets have been shortened to depth of 13½ in.; main portion of cabinet has ribbed platinum-color aluminum on which controls are located; front is molded plastic; carrying handle slants toward rear.

17-in. set is similar in design with carrying handle that retracts into set when not in use. 14 in. set comes in brown and ivory; red and ivory or sea green and mist green. 17-in. model comes in beige and white, turquoise and mist green or charcoal and mist gray. New chassis includes a 41 mf IF plus an extra oscillator shielding. 14 in. set has a 13-tube, 4-rectifier chassis; 17-in. uses a 15-tube, 5 rectifier chassis.

14-in. models also use a new germanium power rectifier.

Prices: From \$139.95 to \$149.95 for 14-in. sets; and from \$169.95 to \$179.95 for 17-in.



ARVIN Radios

Arvin Industries Inc.,
Columbus, Ind.

Models: 9 new models highlight Arvin 1957 line of 19 radios.

Selling Features: New models include a transistor and 3 3-way portables; 3 clock radios and 2 standard table models.

Transistor model 8576 is a pocket portable; weighs 1-lb. and is 6-½ in. tall 3-½ in. wide and 1-¾ in. thick; has 5 transistors; an unbreakable plastic cabinet in black or turquoise; features thumb-knob tuning, avc; provision for earphone accessory; powered by 9-volt battery.

3-way portables have 4-tubes and a selenium rectifier; avc; printed wiring; rod-type Magnetenna. No. 8571 has textured gray tweed Arvinyl aluminum case; No. 8572 has leatherette cover in green or light tan; No. 8573 comes in red or turquoise leatherette Arvinyl; all have antennas in handles; each is powered by a 7½-volt A battery and a 90-volt B battery.



Clock radios 5571, 5572 and 5578 have 5-tubes including rectifier, printed wiring, loop antenna; No. 5578 has slide-rule tuning, the others have dial-type tuning, in each the clock is located at left and radio speaker and controls at right. No. 5571 (ivory or green) and 5572 (charcoal or flame) have automatic "on-off" and alarm settings and an electric appliance outlet with clock timer. No. 5578 has appliance outlet and slumber switch, ivory or flame case.

Table models have 5-tubes including rectifier, dial-type tuning, printed wiring, loop antenna. No. 2572, in ivory or green; No. 2573, flame or turquoise, No. 950 black. Prices: Transistor, \$49.95; portables, \$31.95 to \$39.95; clock-radios, \$29.95 to \$44.95; table models \$19.95 to \$24.95



PILOT Hi-Fi Phono

Pilot Radio Corp.,
37-06 36th St.,
Long Island City, 1, N. Y.

Device: Pilot Ensemble PT 1028 hi-fi phono console.

Selling Features: New Williamson-type amplifier-preamplifier. No. AA900 with undistorted power output of 10-watts and peak output of 20-watts; new 3-way speaker system with 3 speakers each in its own enclosure for acoustic isolation; new automatic shutoff control; Garrard No. RC 121 4-speed automatic record changer with manual position; G-E magnetic pickup cartridge with diamond stylus for long playing records; 3-position speaker selector switch; contemporary cabinet with concealed castors in cordovan mahogany, blonde mahogany, cherry mahogany and American walnut.

Prices: From \$279.50, in Cordovan.

Give your refrigerator sales a shot in the arm this summer...

Give Away a NORGE Outrigger Boat - \$24⁹⁵ VALUE

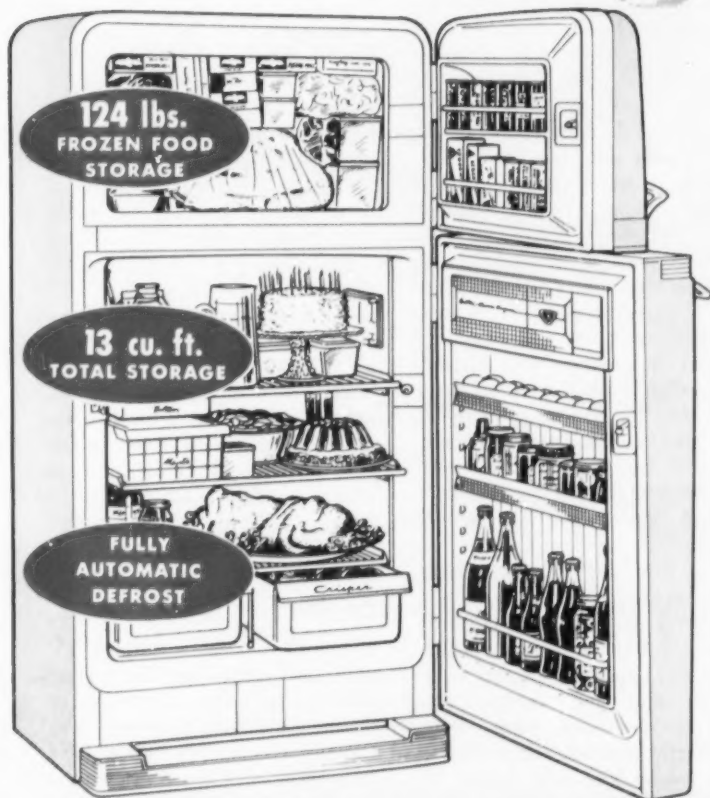


FREE— with Every
NORGE Refrigerator
You Sell!

Call your NORGE Distributor for full details
— complete Promotion Package!

Hottest Refrigerator Promotion of the year—
irresistible sales appeal for Mom, Dad, the kids!

Lightweight plastic—a child can carry it! Safe,
unsinkable, tip-proof—Styrofoam equipped!



NORGE "Big Freeze" Refrigerators for '57 Reversed a Whole Industry Trend...

They sent retail prices down—
dealer profits up—they removed
the squeeze on mark-ups!
And even *despite* this earth-

shaking pricing, the Norge line
this year has features you won't
find on competitive refrigerators
listing from \$400-\$500!

Short, Short Line concentrated on the
capacities and features that cover 89%
of the consumer demand.

Hot, Sensational Pricing that re-
verses an industry trend and gives you
the best-planned step-up in the industry.

Super Fast Turn-Over to keep your
inventory fluid and fast moving.

Full Retail Margins for the dealer...
small, medium, large...all dealers.

SEE THE MAN WITH THE PLAN!
The business you save may be your own!
**'57 NORGE
Double Indemnity
DEALER PLAN**



NORGE



is The Dealer Profit Line

NORGE SALES CORPORATION, Subsidiary of Berg-Warner Corporation, Merchandise Mart Plaza, Chicago
54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales—Berg-Warner International, Chicago 3, Illinois



ADMIRAL Radios

Admiral Corp.,
1191 Merchandise Mart,
Chicago, 54, Ill.

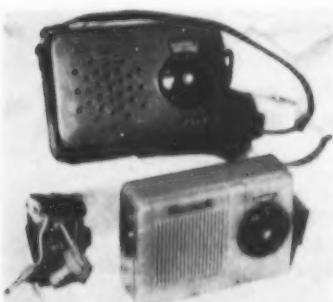
Models: 3 new Admiral portable radios, an a.c.-d.c.-battery and two 12-volt all-transistor battery sets.

Selling Features: All have unbreakable steel cases treated to resist rust and corrosion and covered with leather-grained vinyl fabric covering in a choice of colors; printed circuits with components inserted by automation; rotoscope antenna that rotates toward station and snap-locks firmly into handle when not in use.

Transistor portables Nos. 221, 227 and 228 have 6 transistors; black, tan or turquoise finish; Nos. 231 and 237 have 8 transistors black or tan finish; play up to 1200 hrs. on 8 ordinary flashlight batteries which deliver 12-volts to transistor circuits.

3-way portables Nos. 202, 215, 217 and 218 contain 5 tubes including a selenium rectifier; battery is automatically disconnected when plug is removed for insertion into a.c. or d.c.; cord can be stored in set; have Morocco, red, tan or turquoise finish.

Prices: 3-way models \$29.95 and \$34.95; 6-transistor models, \$59.95; 8-transistor models \$69.95



PARROT Pocket Portable Radio

Polyrad, (importer)
7 Arcadio,
Cincinnati

E. T. Conrad & Associates,
516 38th St., N.W.,
Canton, Ohio (Nat. sales agency)

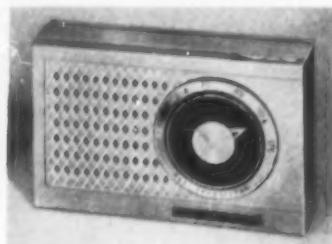
Device: Parrot "pocket portable radio."

Selling Features: Japanese-made superhet radio uses U. S. batteries and 4 sub-miniature tubes; pro-

NEW PRODUCTS... Radio and Phonos

vides loudspeaker volume through its 2½ in. dynamic speaker; polystyrene cabinet in colors; measures 5x3½x1½ in.; cowhide carrying case and strap, and a hearing aid earphone for private listening.

Price: \$24.95 complete with carrying case and earphone.



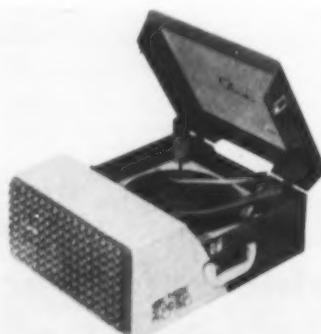
OLYMPIC Transistor Radio

Olympic Radio & TV Inc.,
Olympic Bldg.,
Long Island City, 1, N. Y.

Device: Olympic all-transistor portable radio No. 666.

Selling Features: Weighs 15½ oz.; complete with one long-life battery; contains 6 transistors; available in red, green, gray or blue with leather case and shoulder strap; 3½ in. high, 5½ in. wide and 1½ in. deep.

Price: \$59.95 complete.



PHONOLA Phonographs

Waters Conley Co., Inc.,
Rochester, Minn.

Models: 10 new Phonola phono models in new line including duo-fi and hi-fi models with 2 and 3 speakers and automatic models.

Selling Features: No. 157 3-speed phono has 4-position speed selector for 33, 45 and 78 rpm records; "magic 45 rpm center"; contoured turntable; 4 in. Alnico V speaker; amplifier powered with 1 tube plus 1 electronic rectifier; on-off volume control; lightweight metal tone arm; lock clip tone arm-rest; portable wood cabinet covered in russet, pyroxylin coated.

No. 357 phono plays all records at all speeds; volume and tone controls; turnover cartridge with dual sapphire needles; russet and white covered cabinet.



No. 557 Duo-Fi has twin matching 4 in. speakers precision-built high output amplifier with balanced tone; turnover cartridge with dual sapphire needles; green and white cabinet; large speaker opening acoustically baffled to produce every tone.

No. 657 hi-fi, has 5½ in. and 4 in. speakers to give "concert-hall tone" hi-fi chassis with 60 to 10,000 cps range; adjustable volume control; new tone arm with humidity-free ceramic cartridge plus turnover sapphire needles; 4 speed selector; cadet blue and white leatherette.

No. 757 Phonola-Matic with automatic record changer plays 16, 33, 45 and 78 rpm records automatically; crystal cartridge has turnover sapphire needles; jam proof mechanism plays 12 10-in. records or 14 7-in. records with intermix of any size at same speed; built-in provision for 45 rpm adaptor; shuts off after last record is played; woven grille set in mist blue and white simulated leatherette pyroxylin-coated cabinet; 1-tube amplifier plus 1 electronic rectifier.

No. 857 has twin matched 4-in. speakers mounted vertically; automatic changer plays 4 speeds; turnover cartridge with sapphire needles, automatic "45" adaptor; contrasting woven grille set into decorator leatherette covered, 2-tone grey, scuff and water resistant. "Concert hall tone" amplifies with 2 tubes and 1 electronic rectifier; control panel on outside permits tuning with lid closed.

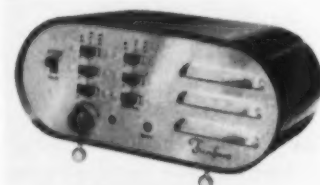
No. 956 Hi-Fi Phonola-Matic; dual speaker system has a 6-in. plus a 5½ in. speaker; acoustically baffled; automatic record changer plays 10-12's or 12-10's and intermixes; shuts off automatically; snap-on tone arm rest; ebony leatherette covering; hi-fi chassis with special feed-back circuit; 50-12,500 cps; outside control.

No. 957, Hi-Fi Phonola-Matic; has dual speakers 6 and 5½ in. speakers acoustically baffled to

match case resonance; automatic record changer that plays 4 speeds and shuts off automatically; snap-on tone arm rest; brown and white leatherette covering; feed-back hi-fi chassis with 50-12,500 cps range outside control.

No. 1057 super hi-fi Phonola-Matic has triple speaker system; a 6 in. and two 4-in.; acoustically baffled; automatic record changer with 4 speeds; long life, ceramic cartridge, turnover diamond needles; plays 10-12's or 12-10's or intermixes; automatic shutoff; snap-on tone arm rest; luggage tan cabinet cover; hi-fi chassis has 3 tubes including rectifier; 50-12,500 cps range; 3 variable controls.

No. 1157 Hi-Fi table phono has dual speaker system with a 6 and a 5½ in. speaker; automatic record changer; automatic shutoff; full-grained, hand crafted wood cabinet in walnut or limed oak; hi-fi chassis has 3 tubes including rectifier with 50-12,500 cps range; simplified control with full range volume plus tone controls.



FANON Intercom

Fanon Electric Co.,
98 Berriman St.,
Brooklyn, 8, N. Y.

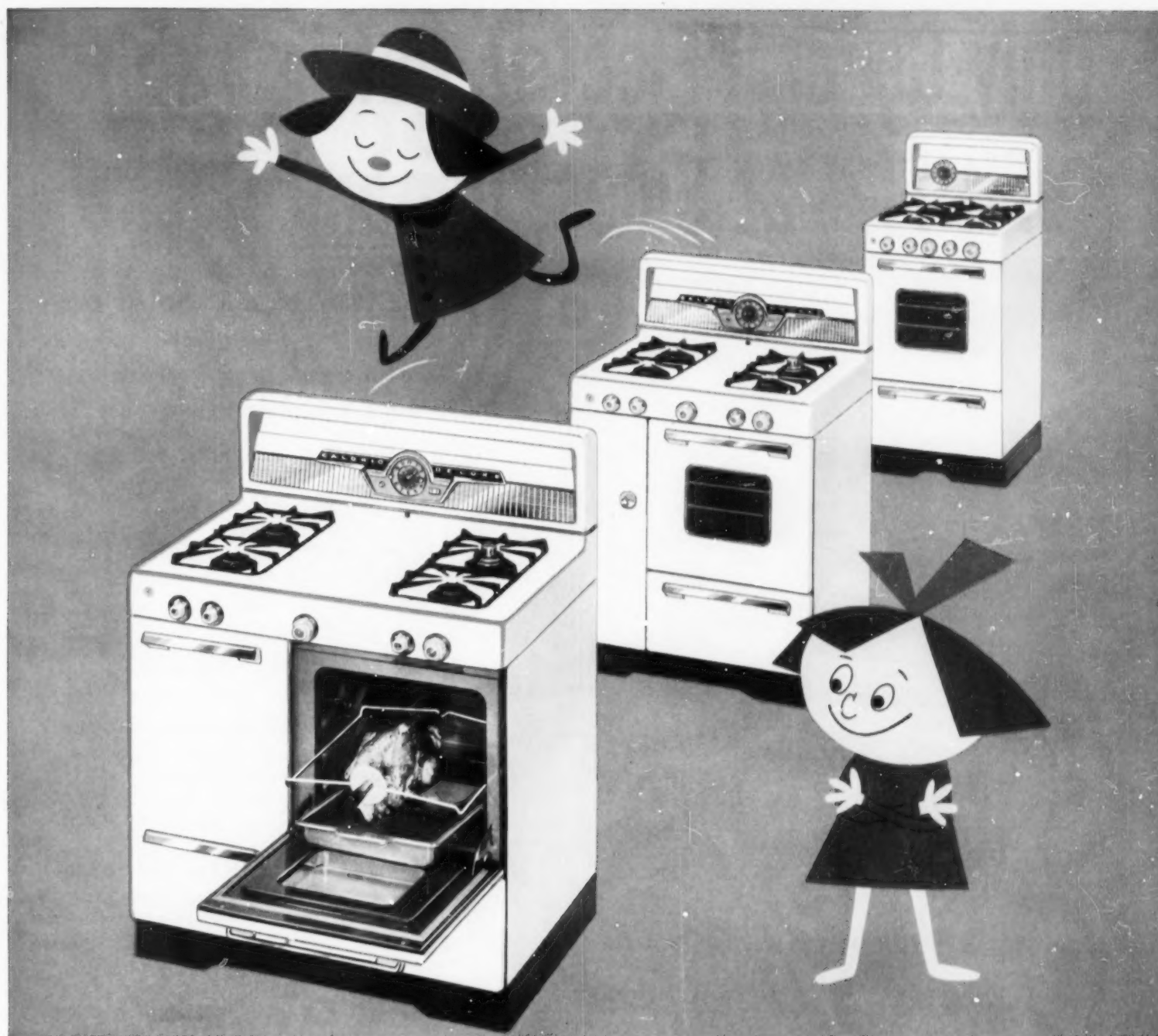
Device: Monitor, No. FM-6 intercom unit has been added to line.

Selling Features: May be used in conjunction with up to 5 remote stations; permits conversation between master and any or all remotes; new feature allows direct remote-to-remote communication, acting as a switchboard; 2 pilot lights, one an on-off indicator the other a "busy" signal is on only when conversations are taking place; 3-tube amplifier circuit; suitable as baby sitter, as well as for use in modern home, office, or factory; satin-copper front panel in several decorator colors.

Price: \$37.50 for master control unit; \$13.25 for each remota.

TV Brief

Koch's TV wheeler—a portable TV table with free-rolling ball bearing swivel casters is announced by George Koch Sons, Evansville, Ind. Doubles as a hostess cart or table on wheels; shelf space at bottom; 27½ in. high to top of handle and 23½ in. to top of table; 18x15 in. table area; comes in black enamel or brass plate. Price, \$16.



take a giant step...cash in on the *Caloric* sales caper!

NEW! VALUE-PACKED CALORIC GAS RANGES WITH "ROTO-ROASTER"

Show this new "Two" series, in 20", 30", and 36" widths, and you're all set for a "sales caper." They're the best-looking, best-cooking ranges for the money your customers will find anywhere!

ALL-NEW FEATURES such as Roto-Roaster—a new oven rotisserie for cooking moister and more flavorful meats, eye-catching chrome, ice-blue back-guard trim, and long bar-type chrome handles assure sales appeal!

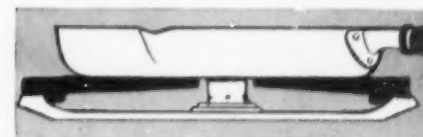
ALREADY-FAMOUS FEATURES—hi-speed top burners, big 4300 cu. in. oven, and all-porcelain enamel—keep sales climbing.

SHOW THESE TRIED AND TRUE SALES SUCCESSES, TOO!

CALORIC ULTRAMATIC GAS RANGES—in 24", 36", and 40" sizes, with Thermo-Set top burners, Roto-Ray Barbequer, fluorescent lighted back-guard, choice of six range colors.

CALORIC BUILT-IN GAS RANGES—the ultimate in modern style and convenience. Separate oven-broiler and top burner units can be installed side by side or at opposite ends of the kitchen.

CALORIC APPLIANCE CORPORATION, TOPTON, PA.
RANGES • DRYERS • BUILT-INS • DISPOSERS



THERMO-SET TOP BURNER—now, more than ever, a most wanted Caloric cooking feature. It holds heat at the exact temperature set... makes every pot and pan "automatic." Demonstrate it.

CALORIC APPLIANCE CORPORATION
DEPT. EM-K, TOPTON, PA.

Please send me more information on the new "Two" Series

NAME _____

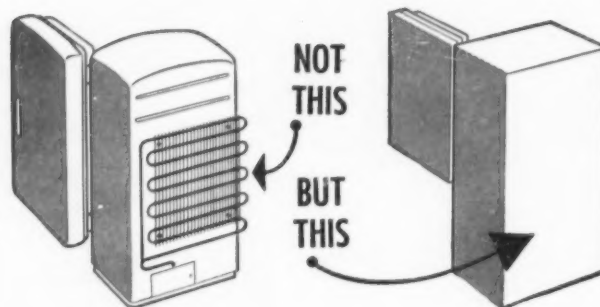
ADDRESS _____

CITY _____ ZONE _____ STATE _____

Only General Electric Refrigerators Fit Flat at Sides, Top and Back



Not just a "LOOK," G-E "STRAIGHT-LINE" Design is engineered for customer convenience... fits square into a corner... lines up with cabinets... looks built in without installation expenses



No coils! No more dirt-collecting waste space!

New filtered, forced-air condenser system is at bottom of refrigerator, eliminates coils on back of cabinet.



15-CUBIC-FOOT

**REFRIGERATOR-
FREEZER**
MODEL BH15

Other "Straight-Line" models: BH13, also BH12 with freezer at top. All available in G-E Mix-or-Match colors and white.

Sell these 7 major GENERAL ELECTRIC advantages

1 Coils are at base of cabinet. New forced-air condenser system eliminates coils on back—and with them the dirt-catching inches of waste space behind old-style refrigerators. Circulating air is filtered and filter lifts out easily for cleaning.

2 Sides and top are flat. Air circulation is no longer required over the top, so cabinets can be installed not only at both sides but also right down to the top of the refrigerator. Depth is same as standard cabinets for a straight, flush

front line, too—a "built-in" look without the cost of custom construction.

3 New shoulder hinges let door open without extra clearance so refrigerator can be put snugly in a corner. Also, when in a corner with only 90 degree door opening, revolving shelves turn clear of inner door. Compare with pull-out shelves that hit door.

4 Big, new, zero-degree freezer rolls out at a touch on 4 nylon rollers. Holds up to 175 pounds of frozen food.

5 Revolving shelves, revolving vegetable bins. A touch of a finger swings the back out front. No forgotten leftovers. Shelves adjust up or down to accommodate flat or bulky foods.

6 Magnetic Safety Door helps protect children from the danger of being trapped inside. Non-mechanical... no moving parts to jam or get out of order.

7 General Electric dependability. Surveys have shown that most American housewives believe G.E. makes the best electrical appliances.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



TRADE REPORT



HARRY GRAYSON

News Editor

Hi-Fi: Music to the Trade's Ears

- For the trade, summer markets will mean renewed emphasis on hi-fi
- This is because hi-fi sales have continued strong despite a TV slump

WHEN buyers converge on Chicago for the summer markets this month, a lot of them are going to talk about music. There is little doubt that high fidelity is going to play an inviting tune—and an industry plagued by a “soft” market is likely to listen. The reason: hi-fi sales have remained strong while almost everything else has slumped.

Last year, hi-fi sales were estimated at \$166 million. This year, conservative sources guess there will be at least a 10 percent increase over that.

Traditionally, the June markets are weak for major appliances, and there is nothing to indicate that 1957 will be an exception. All through the first half of the year, however, sales of high fidelity package merchandise have continued strong and gaining. This is likely to be reflected in Chicago by expanded and upgraded lines of hi-fi from almost every old source, and from a few new ones. Television naturally will continue to be a big item, but visitors are also going to get a look at more hi-fi than they've yet seen.

Although the Music Merchants Show, which follows the markets, usually gets the most hi-fi play, the bulk of the manufacturers of both packaged and component hi-fi products are going to show at least a healthy part of their new fall lines at the Merchandise and Furniture Marts.

One firm after another has told ELECTRICAL MERCHANDISING that they're definitely expanding their high-fidelity merchandise for the coming fall. They're not all agreed as to whether they will introduce the units at the markets or at the music show, but hi-fi nevertheless is slated for big things in Chicago this summer.

A run-down of some of the major manufacturers of hi-fi equipment reveals:

Admiral Corp.'s first quarter sales of radios and high-fidelity phonographs were up 33 percent, according to company chief Ross D. Siragusa early in April. An Admiral spokesman said that this has pointed the way and the company's hi-fi line will be bigger than ever. It will have what he described as “oomph” in the way of features not yet seen on the market.

Zenith will be showing a new hi-fi line at the June markets. The company augmented its hi-fi line with several multi-speaker models during 1956 and has for some time planned aggressive expansion in this field, according to Zenith president E. F. McDonald Jr. in his recent annual report. Zenith dealers will consequently see a high-fidelity line that is broader at both high and low ends. Re-styled and engineered table models will replace units dropped from the line at mid-year. At the high end, Zenith is bringing out several “really

deluxe” units, whether judged from the standpoint of furniture or sound reproduction, according to vice president in charge of sales Leonard C. Truesdell.

Sylvania, which is featuring a line of 110-degree television picture tubes, is also putting an increasing accent on hi-fi. The company will start introducing its new line to dealers at its plant on June 1 and will show ten models at the markets where they have space for the first time. The line will run from \$69.95 units to \$500-plus-units. This expanded line is quite an advance beyond Sylvania's present three-model line, according to J. H. Ridell, merchandising manager of the Radio-TV division.

Magnavox unveiled a major new hi-fi line in January. When asked about the June markets, vice president Leonard F. Cramer indicated that Magnavox would be concentrating on a new television line in June and would temporarily rest on its hi-fi laurels. Cramer did look for increased hi-fi activity on the part of his competition, however.

DuMont expects hi-fi to be an important part of their business during the coming year. A spokesman said they will have additional units in the line. He said the company is dropping two units from its present four-model line and adding three new units to make an expanded line of five. The popular Governor Winthrop model will

continue as part of the line.

Some firms with new hi-fi lines ready to go will not be unveiling them at the markets either because they have to be held for distributor meetings or because the firms do not have mart space and do not traditionally open up at the markets.

Motorola, for example, will not show its line until July at a distributors' meeting. Trade reports are that Motorola's new line is expanding upwards and that it includes “something for the true audiophile.”

RCA reports an accent on hi-fi at the market, with an all-out push at the Music Merchants Show. An RCA spokesman termed high-fidelity “one of the most important parts of our business.” It was stressed, however, that TV will take no back seat.

Philco reports that it is going to introduce its current line to the trade at the music show. “We feel very strongly about these music shows and they play an important part in our promotion,” a spokesman said. Philco has a new AM & FM tuner and is going to feature an electrostatic speaker. The new line will have eight models, including a portable.

Webcor and **V-M** both have distributor meetings coming in June and early July and neither customarily has market space.

MORE▶

V-M, however, promises startling innovations in their line, which heretofore has had a \$219 top unit. Among the items coming, according to V-M, is a complete home music and recording center, which will top off the present line. In between, there will be other consoles. V-M is also introducing a portable unit to go on top of the

present portable line, which tops off at about \$119 now.

Webcor's H. R. Letzter, vice president for sales, showed parts of the new Webcor hi-fi line to the stockholders at a recent meeting. Calling the new products something of a departure for Webcor, Letzter pointed out that the new emphasis was on the high end of

the line. Significantly, he also announced that Webcor was eliminating all but one special order model from the low-priced phonograph field. This continues a trend Webcor set last year when they held their low end to just two models. Webcor is also upgrading their tape recorder line and moving it into the high-fidelity music field by

bringing out stereophonic models.

Market exhibitors are looking to high fidelity to provide some excitement at the June showings, and most of them are speaking from knowledge of their own firms' plans. Television isn't going to take any backseat, but hi-fi is going to play a mighty loud tune to some receptive hearers.

Partial Listing of Chicago Summer Market Exhibitors*



MERCHANDISE MART

ABC, Altorfer Bros. Co.	1146
Admiral Corp.	1191-96
Aluminum Specialty Company	1473 B&C
Amana Refrigeration, Inc.	1127
American Kitchens Div.	
Avco Mfg. Corp.	1162
American Motors Corporation	
Kelvinator Div.	1124-25
American-Standard Corp.	
Youngstown Kitchens Div.	1119
Apex Home Appliances	
Div. of White Sewing Machine	
Corp.	1160-61
Atlas Tool & Mfg. Co.	1199
Ben Hur Mfg.	11-114
Berger Mfg. Div. of	
Republic Steel Corp.	11-116-117
Bersted Mfg. Co. — Div. of	
McGraw-Edison Co.	1467
Brammer Mfg. Co.	1178-9
Camfield Mfg. Co.	14-102
Carrier Corp.	840
Coleman Co., Inc., The	11-115
Coppes, Inc.	1189
Coppes-Nappanee Kitchens	1189
Crown Stove Works	1176
Dazey Corp.	1479
Dominion Electric Mfg. Corp.	1422
Dormeyer Corp.	1498
Dartch Stove Works, Inc., The	1164
Du Mont, Allen B.,	
Laboratories Inc.	11-116A
Easy Washing Machine Div. of the	
Murray Corp. of America	1168-1169
Electric Steam Radiator Corp.	1479
Farber, S. W., Inc.	1419-A
Farberware Co.	1419-A
Florence Stove Co.	1147
General Electric Co.	
Air Cond. Div.	1188
Appliance & Television Div.	1117
Broadcast Equipment & Components	
Div.	1157
Clock & Timer Dept.	1123
Hotpoint Co. Div.	1120
Housewares & Radio Receiver Div.	1123
General Slicing Machine Co. Inc.	1492
Geuder, Paeschke & Fry	1492

Gibson Refrigerator Co. Div. Hupp	
Corp.	11-102
Glo-lite Corp.	1472
Graham Electro Mfg. Corp.	1489
Hallamore Electronics Div. of	
Siegler Corp.	360
Hamilton Mfg. Co.	1175
Hobart Mfg. Co. Kitchenaid Home	
Dishwasher Div.	1180
Hobart Mfg. Co., Kitchenaid Electric	
Houseware Div.	1492
Hoover Company, The	1417
Hotpoint Co.	1120
Ironrite, Inc.	11-1177A
Johnson, S. C. & Son, Inc.	1477
Kelvinator Div. of American Motors	
Corp.	1124
Kindl Products	1177
Kitchenaid Electric Housewares Div.	
Hobart Mfg. Co.	1492
Kitchenaid Home Dishwasher Div.	
Hobart Mfg. Co.	1180
Knapp-Monarch Co.	1483
Landers, Frary & Clark	1479
Lansdale Tube Corp.	
Div. Philco Corp.	1100
Lasko Metal Products	14-119
Leonard Appliances Div.	
American Motors Corp.	1124
Lewyt Corporation	1174
Lindemann, A. J., & Merverson Co.	11-104
Loneragan Coolerator Div. of McGraw	
Edison Co.	1468
Magic Chef, Inc.	
Northern Sales Div.	1167
Magnavox Co.	1126
Manning-Bowman, Div. of McGraw	
Electric Co.	1467
Maytag Co., The	11-105
McGraw Edison Company	
Toastmaster Products Div.	1474 & 74-A
McMahon, R. S. & Co.	1155
Meier Electric & Machine Co.	1487
Metal Ware Corp., The	1411-A
Monitor Equipment Co.	1123-A
Motrola, Inc.	1170-73
Murray Corp. of America	
Easy Washing Machine Div.	1168-9
Mutschler Brothers Co.	1144
Noma Lites Inc.	1472
Norge Division, Borg-Warner Corp.	234
Norge Sales Corporation	234
Norris-Thermador Corp.	11-104
Northern Electric Co.	1453
Paragon Electric Co.	1497
Peerless Mfg. Corp.	1177
Philco Corp.	1100
Preway, Inc.	1198
Proctor Electric Co.	1412
Quaker Mfg. Co.	1147
Radio Corporation of America	11-111
Republic Steel Corp.	
Berger Mfg. Div.	11-116-117
Rival Mfg. Co.	1494
Rival Mfg. Co.	14-103
Samuel Stamping & Enameling Co.,	
Suburban Range Div.	1199
Sessions Clock Co., The	1409

Shearer Electric Mfg. Co.	1476
Siegler Corp., The	360
Son-Chief Electric, Inc.	1466
Speed Queen Div., McGraw-Edison	
Co.	11-103
Steam-O-Matic Corp., The	1492
Steam-O-Matic Corp.	14-103
Steinmetz & Kelly	1422
Stoware, Inc.	1493
Superior Electric Products Corp.	1487
Sutton, O. A., Corp.	11-114A
Swartzbaugh, Ted & Assoc.	14-101
Swing-A-Way Mfg. Co.	14-101
Temco, Inc.	1197
Thermador Electrical Mfg. Co. Inc.	11-104
Toastmaster Products Div.	
McGraw Edison Co.	1474
Tracy Mfg. Co.	1142
Wagner, E. A. Mfg. Co.	1422
Westinghouse Electric Corp.	11-122
Whirlpool-Seeger Corp.	11-112
Youngstown Kitchens	
Div. of American-Standard Corp.	1119
Zenith Radio Corp.	1158-59

Cribben & Sexton Co.	535A
Dixie Products Inc.	524
Eagle Range & Mfg. Co.	547A
Erlch, Lou	549A
Fairbanks-Ward Industries, Inc.	225
Frigidaire Div.—	
Gen'l Motors Corp.	508-09A
Gray & Dudley Co.	503
Hardesty-Quittner Co.	510B
Hardwick Stove Co.	1530-31
Homak Mfg. Co. Inc.	540B
Katz, Frank M.	1012
Kemper Bros.	1247
Kingsley Products	1020
Lifton Co., Inc., Harold	941
Loneragan Co., Vincent J.	2351
Magic Chef Inc.	517
Manitowoc Equipment Works, Div.	
The Manitowoc Co. Inc.	504
Marshallan Mfg. Co., The	1144
Martin Stamping & Stove Co.	547B
Marvel Metal Products Co.	509B
Merchandise Selectors, Inc.	537A
Monarch Washer Div.	
Central Rubber & Steel Corp.	516B
National Silver Co.	537A
O'Keefe & Merritt Co.	514B
Parker-Allen Industries	549B
Phillips & Buttorf Mfg. Co.	525
Phil Rich Co.	547B
Premier Stove Co.	513B
Quicfrez, Inc.	538A
Revco, Inc.	510B
Rich Fan Mfg. Co., Inc., Phil	547B
Robbin Products	537A
Roper Corp., Geo. D.	529
Scheirich Co., H. J.	510A
Starbrand Sales Corp.	549A
Sub Zero Freezer Co.	537B
Sunray Stove Co.	541-42A
Tennessee Stove Works	504
United States Stove Co.	503
Welbilt Stove Co. Inc.	501-502-543B
Wilshire Mfg. Co.	536A
Woman's Friend Washer Div. of	
Central Rubber & Steel Corp.	511A
Zenith Machine Co.	503



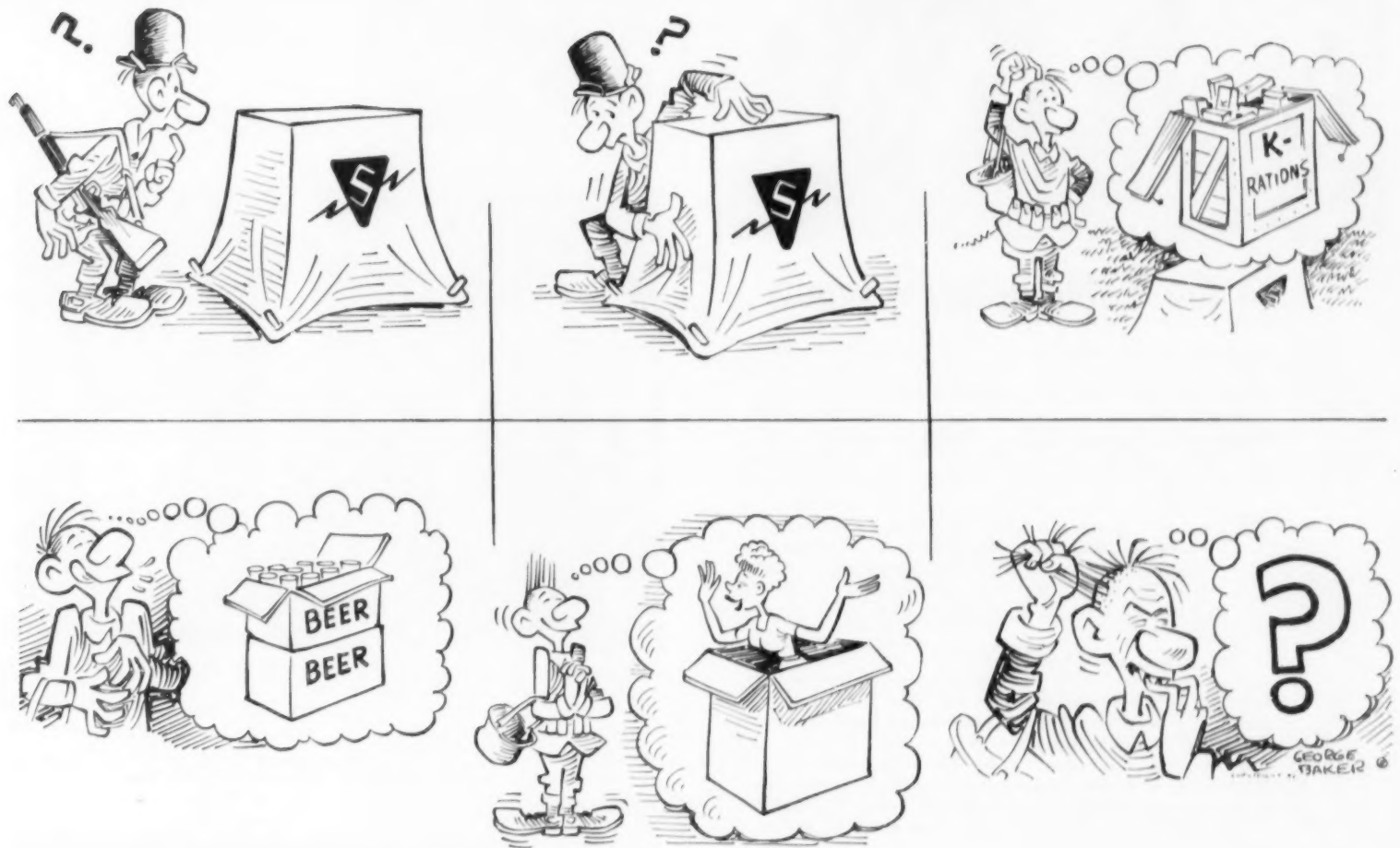
FURNITURE MART

Acme-National Refrigerator Co.	538B
Altheimer & Baer, Inc.	546D
Arvin Industries	522
Athens Stove Works	626
Atlanta Stove Works	540B
Auto Stove Works	546A
Barler Metal Products	537A
Barton Corporation	549A
Blackstone Corp.	544A
Boston Stove Foundry Co.	537B
Brown Stove Works	515B
Caloric Appliance Corp.	519
Canlon-Moore Corp.	549B

* (ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the managements of the Furniture and Merchandise Marts and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

What do you know about

THE SHAPE OF THINGS TO COME?



See 1958 Sylvania Slimline pass in review!

June 17, Space 1155 Merchandise Mart



... in the Water Heater Business



At the Line-Up, select the odds-on big-time winner that everybody knows to be a champion—the Toastmaster Water Heater Line! It's a trademark that *every* consumer knows!

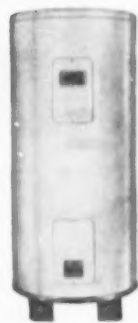


Right at the Starting Gate you have an advantage. You offer both gas and electric models . . . to satisfy *every* water heater prospect in your entire trading area, whether rural or urban. What's more, you have an additional hug-the-rail advantage with a wide range of sizes, regardless of fuel! There are Toastmaster Automatic Electric Water Heaters in capacities from 30 to 120 gallons. Gas models are offered in 20-, 30-, and 45-gallon capacities to take care of families of *any* size.



In the Backstretch, you'll lead by a mile! Toastmaster sales features will help you head up the field. In electric models, you have the peerless Life-Belt Element: heats fast but "gently"—no lime or scale forms inside the tank. Gas models are equipped with universal controls and burner, plus a lint-free pilot. Both gas and electric Toastmaster Water Heaters are available with either galvanized or glass-lined tanks, and every Toastmaster Water Heater is insulated with the most effective of known materials—Fiberglas.

At the Wire, you'll find an additional burst of speed—with the new high-wattage electric models. Write for the Toastmaster* high-wattage specification sheet, or see your local utility company for details.



McGraw-Edison Co. • Clark Division
5201 West 65th Street • Chicago 38, Illinois

*"Toastmaster" is a registered trademark of McGraw-Edison Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster," "Tropic-Aire" and "Tropic-Aire-Carrier" Products. Copyright 1957 by McGraw-Edison Co.



TOASTMASTER

Automatic Water Heaters



KEY-NOTE SPEAKER J. Lewis Powell spoke on the impact of recent technological progress on the national economy. Powell is on the staff of the Assistant Secretary of Defense.



MANAGING DIRECTOR George S. Jones, Jr., speaks to the assembled members of the Air Conditioning & Refrigeration Institute during annual convention early last month.

MIXING BUSINESS WITH PLEASURE . . .



GOLF FOURSOME is comprised of, left to right, W. C. Egan, J. R. Voigt, Lars C. Hanson, and Russell Gray, all of Carrier Corp.

. . . AT ARI'S HOT SPRINGS MEET



ALSO ON THE LINKS were, left to right, H. C. Hahn of Electrical Merchandising; Austin Rising, vice president York division, Borg-Warner Corp.; L. M. Larkin, merchandise manager, Whirlpool Corp.; and Fred D. Kath, consumer appliance division sales manager of O. A. Sutton Corp.

MARKETING

Polishers Slide In

Hoover plans to "break loose" this year with a \$49.95 floor polisher, giving it a heavy-duty promotion. Peoria market test shows their chances are good

Going into a market test of a new floor polisher last November, Hoover Co. officials would have been happy to see 150 polishers sold over a two-month period. When the test area—Peoria, Ill.—absorbed several times 150 units, and drained all nearby inventories at the last minute, just before Christmas, Hoover happily laid plans to go all-out in the hitherto modest floor polisher field. There were several reasons. A survey made for Hoover by an outside research organization showed that the saturation was higher than had been indicated, and also that there was a sizable intent to buy. Their campaign goes national this month with insertions in *Life*, *Saturday Evening Post*, *Look*, and two mentions on the Gary Moore TV show.

Last year, before all this started, Hoover Co. marketing people had pondered their floor polisher sales long and hard. Their \$69.95 unit was not moving, and had never really satisfied them, though Hoover had been selling polishers for fifteen years or so. At the time, Hoover was selling more polishers in Canada than here.

Hoover designers had come up with a sleek unit that could sell for \$49.95, and Hoover decided to "run with it" if a market test came out favorably.

Hoover was looking for the answers to three questions: Is \$49.95 the "magic price" that will trigger decisions to buy? What is the best sales outlet and how are polishers best sold and advertised? Who buys floor polishers? They decided on a test and selected Peoria.

Answers were garnered from sales records and traffic stimulated by seven key retailers in the Peoria test, and from a survey of those customers who actually bought polishers made 14 to 30 days after the purchase.

The seven retailers included Block and Kuhl and Bergener's, two department stores; Marks Bros. Jewelry, a credit jeweler; Montgomery Ward's Peoria branch; Loewenstein's, Inc. and Cohen Furniture Co., two furniture-appliance houses; and Jay's, a price-



EXPECTANT MANAGER Cliff Greek of Hoover's Special Products Division poses with his soon-to-blossom baby, Hoover's \$49.95 floor polisher.

merchandising appliance dealer.

Measuring Stick. These seven firms gave Hoover the opportunity to measure the effectiveness of a wide range of merchandising techniques, advertising styles and media, and of appeals to different customer groups.

The test program ran for two months. During that period, there was a substantial newspaper schedule in the Peoria papers, two one-minute television spots were run, and one retailer tried a large mailing. Though Hoover contributed substantially to these programs, expenses were held down to realistic levels, and all ads were made up and set locally.

For the first two weeks, action was disappointing, enough so that Hoover men went down to Peoria for a second meeting with their test group. During the meeting, the Hoover people tried to pin down the reasons for the slow movement, while the Peoria retailers remained confident. Then, one of the appliance men was called to the phone, and came back to announce that his salesmen had moved three polishers in the last hour. During the remainder of the week, polishers started to move at all the other stores.

During the two months, the retailers each applied his own approach to the merchandising of the floor polishers. The only limitation set by Hoover was that there be no discount treatment or any mention of the test. Block and Kuhl had

good success with in-store demonstration; Cohen Furniture used a comparison demonstration in a one-minute TV spot that puled well by showing the contrast between stand-up polishing and "down on your knees" style. Loewenstein's got up a mailing that hit just before Christmas and cleaned out distributor inventories completely.

Also for Gifts. The Hoover marketing people frankly admit that they hadn't given much weight to the possibilities of the polisher as a gift item; in fact, they had considered delaying the test to avoid the Christmas hullabaloo. A later survey revealed that one-third of the polishers bought were for gifts, uncovering an acceptance for the new \$49.95 unit as a gift.

Considered overall, the Peoria test showed Hoover that the appliance outlets could move the polishers. Selling at \$49.95, they are a "carry-home" unit, and, depending on the area, dealers can count \$12 or more of the \$49.95 price as profit, according to Hoover. It was also reassuring to Hoover that smaller retailers "around the fringes" of the test city soaked up some of the business.

Starting right now, Hoover is going to spread their polisher distribution geographically as fast as

possible, limited only by production and by the ordinary seasonal business factors. They are confident that this year will see a big increase in total number of floor polishers sold. Where last year, some 415,000 units were sold by the whole industry, this year, a Hoover spokesman expects that figure to be closer to a million than to 500,000. A lot of appliance retailers are going to get a chance at them.

Wringing Sales

Wringer washers, now selling at a one-to-three ratio with automatics, may move at the rate of more than 1.1 million units in 1957, according to Borg-Warner Corp.'s Norge division. In addition, it is felt that the 1957 volume can easily reach last year's total. These were the opinions of Harold P. Bull, Norge's vice president of distribution, when Norge introduced three new wringer washer models to distributors at a regional meeting recently.

"Norge '56 sales show a 15.4 percent increase over '55, a record year with 128 percent increase over '54," Bull said.

SCHEDULED MEETINGS

INSTITUTE OF APPLIANCE MFRS.

Netherland Plaza Hotel
Cincinnati, Ohio
June 3-5

CHICAGO ELECTRICAL INDUSTRY SHOW

Conrad Hilton Hotel
Chicago, Ill.
June 4-6

STEEL KITCHEN CABINET MFRS. ASSN.

Annual Meeting, The Greenbrier
White Sulphur Springs, W. Va.
June 14-16

SUMMER MARKETS

Merchandise & Furniture Marts
Chicago, Ill.
June 17-28

RADIO-ELECTRONICS-TELEVISION MFRS. ASSN. OF CANADA

28th Annual Meeting
Chantecler Hotel
Ste. Adele en Haut
Quebec, Canada
June 20-21

NATIONAL ELECTRICAL MFRS. ASSN.

Major Appliance Section
The Homestead, Hot Springs, Va.
June 27-29

INTERNATIONAL SEWING MACHINE SHOW

Hotel Park Sheraton
New York, N. Y.
June 30-July 3

NATIONAL HOUSEWARE & HOME APPLIANCE MFRS. EXHIBITS

Auditorium
Atlantic City
July 8-12

LOS ANGELES SUMMER FURNITURE MARKET

Los Angeles Furniture Mart
July 15-19

WESTERN SUMMER RADIO-TELEVISION & APPLIANCE MARKET and WEST COAST HARDWARES SHOW

Western Merchandise Mart
San Francisco, Calif.
July 22-26

RADIO-TV-ELECTRONIC SERVICE INDUSTRY CONVENTION

Sheraton Hotel
Chicago, Ill.
August 16-18

WESTERN ELECTRONIC SHOW & CONVENTION

Cow Palace
San Francisco, Calif.
August 20-23



Jack D. Lee peers over a lectern and into a crystal ball as . . .

AHLMA Peeks into the Future

"IMAGINEERING" was the American Home Laundry Manufacturers Assn.'s phrase for their sessions at French Lick, Ind., this year. Representatives of every branch of the home laundry industry took an optimistic look at the state of business in 1965. More than 300 members and their wives attended and contributed their ideas to the sessions.

The program, except for the business sessions and committee meetings, was confined strictly to the future. First, spokesmen for each branch of the industry gave their ideas of the shape and scope of their services and products in 1956, later, led by Guenther Baumgart, a "brainstorming" effort by the membership produced ideas for the "experts" to evaluate. Though the whole range of subjects was sometimes treated lightly, and occasionally with tongue in cheek, more than one manufacturing executive stayed after the session to note down a few of the ideas from a blackboard.

"One-Button" Operation

Great stress was laid on the "one-button" laundry operation for the future, which would eliminate mistakes as much as possible. New

washing products, which would include, in one package, ingredients to perform every chemical laundry chore, were forecast. It was speculated these might be in pellet form to allow automatic dispensing within the machine. Plastics, aluminum, enamel and porcelain, and, of course, steel, according to their spokesmen, are headed toward pre-finishing their materials so that manufacturers need only shape and form them for use, eliminating much finishing. Much more use of vinyl in the rubber parts of laundry equipment will eliminate much of the ozone problem, and new adhesives are already changing gasket designs.

The forecast of a switch to new emphasis on the bath or "clean" room, in American homes was made. Functions will include all those of the present bath, with laundry, physical fitness, lounging and perhaps family-style bathing as they do in Japan added.

In his report to the membership, AHLMA president B. J. Hank of Conlon-Moore told his audience that they could expect to come close in 1957 to the record year 1956, despite a slow first quarter. He also announced a dues reduction as a result of budgetary con-

trols, as well as a rebate on last year's dues. AHLMA's job for the future, Hank said, included quicker policy-making, better economic understanding of the industry, productivity increases to match wage and benefit increases, industry-benefiting marketing approaches by all members, increased dedication to service, and more attention to safety and to consumer education in the use of laundry equipment and products.

Six-Man Committee

The program was put together by a six-man committee which included Jack D. Lee of Westinghouse as chairman; A. C. Scott of Apex; R. H. Smith of Blackstone; R. M. Spang of Hotpoint; C. G. Ely of Maytag and J. B. Murray of Speed Queen. Lee moderated the entire Imagineering session, on which appeared Martin Bartling, National Assn. of Home Builders; Joseph R. Mango, Chicago industrial designer; John R. Willard of Alcoa; T. A. DeMarco of Monsanto; D. R. Goetchi, Ferro Corp.; Tom Arncl, Glidden Co.; W. B. Nixon, Armco Steel Corp. A presentation of "imagined" components and features was made by John A. Kovas of

Dole Valve Co. and Pierce Sperry of Sperry Rubber Co.

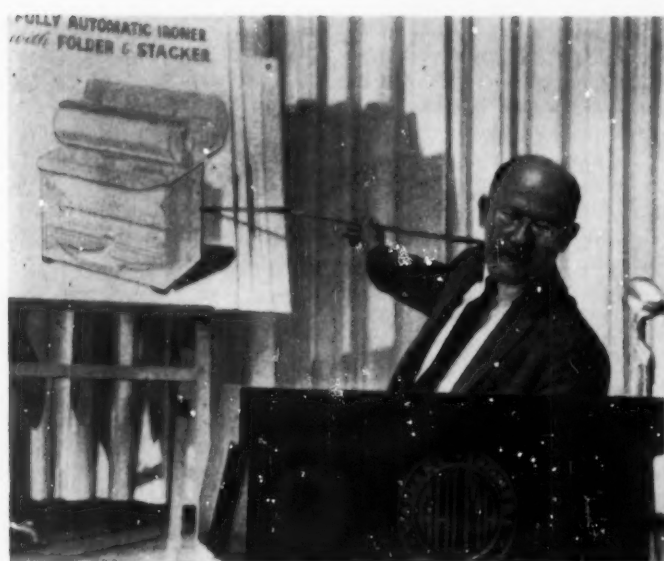
Imagineering Team

The team that imagineered washing products included Elaine K. Weaver, Ohio State University; Betty B. Olsen, G-E; George Allen, Whirlpool; and G. L. Fosque, Jr., of E. I. du Pont. Following Guenther Baumgart's "brainstorming" session, results were evaluated by F. H. McCormick of Frigidaire and G. L. Ogdin of Robertshaw for design; and C. H. Fuchs of Westinghouse and R. E. Hauber of Procter and Gamble for compounds, as well as by all the other speakers in their particular specialties.

In business sessions, AHLMA elected a new member to the board of directors: William L. Schubert of Philco. Four new honorary members were also named; John Wicht, an AHLMA past-president; C. G. Frantz, also a past president; Ray H. Thompson of Maytag; and J. A. Kyle of Frigidaire. AHLMA's next meeting will be held at Boca Raton, Fla., next April 20-23; the National Home Laundry Conference will be held in Washington, D. C., at the Mayflower Hotel November 1 and 2, this year.



BRAINSTORMING with the whole AHLMA group, Guenther Baumgart (at lectern, upper left) calls for ideas from the floor.



IMAGINEERING components and features, John Kovas of Dole Valve conjures up a fully-automatic ironer that also folds and stacks clothes—in 1965, of course.



EVALUATION of brainstormed ideas called for some thought by experts on-the-spot. Here, John Kovas, right, thinks as Jack Lee waits.



AFTER IMAGINEERING, Guenther Baumgart, B. J. Hank and Jack D. Lee, left to right, chuckle over some of the ideas brought forth. The one they like is one to save dirt.



NOT ALL LAUGHS, Roy A. Bradt, of Maytag, felt, as did many of his colleagues, and he stopped as the hall cleared out to take a few notes from the blackboard.

Quick easy way to make pipe connections FOR WASHERS, DRIERS, REFRIGERATORS, AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

(Advertisement)



PIZITZ SOLD ON 'IRISH' RECORDING TAPE BECAUSE IT SELLS

"We're sold on the IRISH recording tape line—because it sells!" says Leo Krell, buyer of Pizitz, Alabama's largest department store. Pizitz is a recognized leader in the field of merchandising and chooses lines that bring volume sales and a good profit margin.

"IRISH brand recording tapes give us both—volume and profit," says Mr. Krell. "And we have thoroughly satisfied customers because IRISH Ferro-Sheen process tape eliminates oxide shedding, head wear, loss of fidelity and drop-outs. The IRISH line is our ace as we go after more sales in the rapidly expanding recording tape market." IRISH tape is manufactured by Orradio Industries, Opelika 15, Alabama.



Good service makes good customers

Webb Manufacturing Co.
2918B N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

☐ ranges ☐ radios ☐ air conditioners
☐ TV ☐ washers ☐ refrigerators

FIRM NAME _____

STREET _____

CITY _____

ZONE _____ STATE _____

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



WRAPABOUTS
For Radio, Hi-Fi, TV
and Air Conditioners
For major appliances use Slingabouts

MANUFACTURERS

Some Are Optimistic

Despite a slow spring, some manufacturers are predicting increases in sales and profits—among these are Admiral, McGraw-Edison, and Mitchell

A number of manufacturers continue optimistic despite an early-in-the-year slump in appliance industry sales. Among them are:

Admiral Corp.'s president Ross D. Siragusa, for instance, predicts higher sales and a substantial increase in earnings for his company in 1957.

Siragusa said that, despite approximately 13 percent lower sales in the first quarter, operations will be profitable. He said the second quarter should equal last year's, but added the second half should improve substantially.

To support his point, Siragusa said that, according to preliminary figures, factory shipments of Admiral TV sets were down less than the industry's and indicate an increase in market penetration. He reported radio and hi-fi sales up 33 percent. He also said that, while industry shipments of refrigerators, freezers, electric ranges, and air conditioners were down 6 percent, Admiral's combined unit shipments were 5 percent higher in the first quarter than in the same period last year.

McGraw Edison Co.'s president Max McGraw forecast continued sales increases for that company in 1957. Supplementing the figures in McGraw-Edison's annual report, McGraw noted that sales and net for the company were estimated to be up about 15-20 percent for the first quarter of 1957, compared with the same period last year and that Speed Queen automatic washers have taken the lead in the sales increases. Sales of other appliances also are up, with Coolerator air conditioners running ahead in those categories, McGraw pointed out. In 1956, Coolerator had a complete sell-out, he said.

McGraw's quarterly estimates were the first since McGraw Electric merged with Thomas A. Edison, Inc., earlier this year.

Mitchell Manufacturing Co.'s general manager E. A. Tracey sees an increase of between 10 and 15 percent in the number of retail appliance outlets selling and merchandising room air conditioners when the 1957 summer rush starts.

Tracey says there is a general feeling of confidence in the room

air conditioning business among dealers, and movement from distributor to dealer is taking place at a record-breaking pace.

"Dealers feel that the manufacturers will be more cautious this year in scheduling production and that this will lead to a firming up of prices," he said.

Hi-Fi Sale

Bell & Howell has gone out of the high-fidelity radio phonograph business. In turn, Columbia Records has expanded its line.

Bell & Howell president Charles H. Percy revealed last week that the company's line of high-fidelity radio-phonograph consoles has been sold to Columbia Records. Percy stated that the sale includes only the company's six phonograph and phonograph-radio-tape recorder combinations, ranging in price from \$595 to \$1800.

Bell & Howell and Columbia will each continue to manufacture and sell their own line of tape recorders.

Percy said that his company accepted Columbia's offer in order to devote capital, manpower and facilities to the expanding requirements of its photographic and tape recorder lines.

There will be no interruption in the manufacturing, selling, and servicing of the units.

Pooling Resources

Ampex Corp. and ORRadio Industries, Inc., are joining efforts in research and engineering to develop and subsequently produce "the highest possible quality magnetic recording tape." It was stressed that this is "not a merger, but rather a pooling of resources."

The tape to be developed jointly is to be premium priced and directed primarily toward video, computer, and instrumentation uses.

The joint announcement of this move was made recently by J. Herbert Orr, president of ORRadio and George I. Long, president of Ampex.

Two Million Disposers

General Electric and Waste King both pass the million mark in the manufacture of food waste disposers. G-E emphasizes portability; Waste King sees more sales

Two manufacturers report having passed the one million mark in the production of that fast-growing appliance, the food waste disposer.

A completely re-designed Disposall packaged in a handy carry-home carton marked the production of General Electric Co.'s one millionth food waste disposer.

Waste King Corp. on the West Coast marked their one-millionth unit by gold-plating it.

The first G-E food waste disposer, marketed in 1935, weighed 75 pounds. The one-millionth Disposall weighs only about 20 pounds. It grinds all types of food waste with an improved "super-grinding" action. The company

posers reach 10 percent of their potential market, there is a good possibility that their rate of public acceptance will be greatly accelerated."

It is estimated that approximately 6.5 percent of the nation's electrified homes currently are equipped with sink-type disposers.

It is pointed out that food waste disposers have sales stimuli that sometimes even take the form of laws. Given said, for instance, that "more than 30 cities already have passed ordinances requiring installation of food waste disposers in all new construction."



WASTE KING president Sam Given, right, helps George Gray of the firm's packaging department, pack the gold-plated millionth unit just after it was produced in Los Angeles recently.

has emphasized the portability of the unit with the newly designed dealer display carton. The package can be carried out of the store by the consumer and easy-to-use installation instructions are included with each disposer.

Huge Share. Waste King claims that it has produced approximately one-third of all units sold since 1950. The company also points out that, when it introduced its first Pulverator in late 1946, there were less than 150,000 disposers in American homes. Today there are more than 3.25 million.

Waste King executive vice president Bertram Given says that the industry sold a record 650,000 units last year and predicts a continuing sales increase of from 20 to 25 percent each succeeding year until disposers reach 10 percent market saturation.

Given believes that, "when dis-

Wide-Angle Tubes

The march toward the 110-degree television picture tube continues. Radio Corp. of America reports that substantial production of 21-inch 110-degree black-and-white television picture tubes is now underway at the Marion, Ind., plant of the company's tube division.

More than 1000 of the tubes are being produced daily and greater output is anticipated, according to C. W. Thierfelder, engineering manager.

Thierfelder asserted that RCA is "the first tube manufacturer to reach full commercial production of 110-degree 21-inch black-and-white picture tubes incorporating an integral glass-button base, a new electron gun of the 'straight' type which functions perfectly without an ion trap, and precision control of the aluminizing process."

Out of Nowhere

Admiral Corp. has gone into appliances in a big way. The company's public relations director, Martin Sheridan, recently outlined Admiral's progress at the annual banquet of the manufacturer's section of the Galesburg, Ill., Chamber of Commerce.

Sheridan claimed that the company is the nation's second largest producer of freezers and the fifth largest manufacturer of refrigerators.

He said that, between 1939 and 1941, Admiral moved from 52nd

On the Road



THE FIRST 1957 shipment of cooling units for mobile homes is personally loaded by John Ayer, sales manager of Carrier Corp.'s mobile home department. The new Roomette models are slated for shipment to eight Carrier distributors across the country. The design permits easy installation by mounting the unit over a hole in the floor of mobile homes.

to 4th place in the radio industry. Similarly in 1949, the company moved to first place in the TV field from practically nowhere.

Sheridan added that Admiral's Appliance City in Galesburg now has 1 million square feet of floor space. It is the largest of the company's plants with a production

capacity of over 500,000 major appliances a year.

Sheridan added that "Admiral Corp. was founded in 1934 in a corner of a garage" with "only \$3400, but a lot of faith and confidence. In 23 years the company's assets have grown to over \$100 million."

COLOR TV

The network schedules of color television for the month of June include the following programs:

WEEKDAYS, 1:30-2:30 EDT, NBC—Club 60; 3-4 EDT, NBC—NBC Matinee Theater (except June 5).

MONDAYS, 8-8:30 EDT, NBC—The Adventures of Sir Lancelot (except June 24); 9:30-10:30 EDT, NBC—Robert Montgomery Presents.

TUESDAYS, 8-8:30 EDT, NBC—The Arthur Murray Party (except June 4).

WEDNESDAYS, 8-8:30 EDT, NBC—Masquerade Party; 9-10 EDT, NBC—Kraft Television Theatre.

THURSDAYS, 10-11 EDT, NBC—Lux Video Theatre.

SATURDAYS, 8-9 EDT, NBC—The Perry Como Show (June 1, 8) and The Julius LaRosa Show (June 15, 22, 29).

ALSO—

JUNE 2, 9-10 EDT, NBC—The Chevy Show.

JUNE 4, 8-9 EDT, NBC—Ray Bolger's Washington Square.

JUNE 7, 8:30-9 EDT, NBC—The Life of Riley.

JUNE 8, 9-10 EDT, NBC—The Jerry Lewis Show; 10-10:30 EDT, NBC—The Marriage, with Hume Cronyn & Jessica Tandy.

JUNE 9, 9-10 EDT, NBC—The Alcoa Hour.

JUNE 13, 8-9 EDT, NBC—Ray Bolger's Washington Square.

JUNE 14, 9-10 EDT, NBC—The Chevy Show.

JUNE 16, 9-10 EDT, NBC—Goodyear Playhouse.

JUNE 23, 9-10 EDT, NBC—The Alcoa Hour.

JUNE 30, 9-10 EDT, NBC—Goodyear Playhouse.



READY TO GO in Preway "Blossom Pink" promotion are John Westley, Northern Supply Co.; Richard Saichek, Community Stores; Preway's vice president for sales, Harvey Anderson; and Harold Saichek, also of Community Stores.

Sure-Fire Profits

Preway's Milwaukee saturation program is the forerunner of others to promote the sale of stack-on built-ins in key cities across the nation

Signing up on the spot, some 75 Milwaukee appliance dealers attending a Preway dinner in Milwaukee guaranteed themselves profits selling built-in ranges, starting with their first sale. The dinner was the opening gun in what Preway calls its "Blossom Pink" promotion, and the "guaranteed" profits came out of a free cabinet set premium attached to their first cooking unit purchase. The promotion derives its name from Preway's pink units, although all prices quoted are for white goods.

Following the first unit, of course, dealers started paying for all the merchandise. The product is Preway's stack-on built-in cooking center; the plan is to tie-in cabinets with the appliances, making these built-ins as easy to sell as free-standing appliances, and allowing dealers to make good profits on the package, no matter what the competitive picture is.

Preway is backing their bid with powerhouse advertising in Milwaukee papers, a utility tie-in, and the Preway Caravan, a mobile unit to be used by dealers in conjunction with window displays. Of course, attractive pricing is also part of the promotion. Retailers can buy up to 10 sets of cabinets at a reduced price of approximately \$30; after the first 10, price per set goes to the normal over-\$50 level. The cabinets carry a suggested list price of \$186 per set. The ranges offered carry a list price of over \$400;

dealer price is approximately \$225.

Preway plans to garner both retail trade and small builder business with their stack-on approach and realistic merchandising. Company spokesmen point out that the "world's greatest merchandising organization" found that local display was the only way to move built-ins after trying direct sales efforts, and an extremely expensive direct mail program. Once displayed, however, the built-ins moved. That, in its essence, is what Preway intends to do for their built-ins in key cities all over the country with their "Blossom Pink" program.

Manufacturer Briefs

- **Radio Corp. of America's** tube division has changed its name to RCA electron tube division.
- **Admiral Corp.** announces that all company refrigerators except three models are now available in a choice of colors at no additional cost.
- **A new 25,000-square-foot** plant for Rek-O-Kut is scheduled to go into operation in July, in Queens, N. Y.
- **Westinghouse Electric Corp.** has shifted production of electric water heaters from its Mansfield plant to its plant in Columbus, Ohio.

For the Short Line

Fred Maytag II defends his own company's policy, position before the N. Y. Society of Security Analysts; his conclusion: size isn't necessary

Fred Maytag II, president of The Maytag Co., recently argued "The Case for the Short-Line Appliance Manufacturer" before the New York Society of Security Analysts. Citing his own company, Maytag contended that such things as efficiency, good engineering, efficient distribution, good dealer relationships, etc., constitute the essentials for successful business, not simply the availability of a complete line.

Maytag pointed out that the cost of a product starts with design. He said that, after a company reaches a certain size level, "just getting still larger does not increase the ability to produce efficiently." He also pointed to the fact that Maytag exercises "a high degree of control over components and in many cases achieve(s) manufacturing economies by producing them ourselves."

Maytag was emphatic about a short-line specialty manufacturer being able to distribute efficiently. He detailed the Maytag distribution system, which eliminates jobbers and uses sales offices, most of

which are company-owned.

On the subject of relations with retailers, Maytag stated that "independent dealers have felt—and rightly so, I believe—that they can best serve the public by offering them a free choice. If I were a dealer," he continued, "I would think a long, long time before I would give up my freedom of choice by going exclusively full-line."

On service, he cited the "growing trend in the industry for dealers—especially in metropolitan markets—to buy their service from a central agency instead of maintaining a service department."

Admitting that early-1957 sales were off 16 percent in dollar volume, Maytag attributed this to an industry-wide slump. He admitted that, compared with the first quarter of 1956, Maytag's factory shipments were off more than the industry, but he added that retail sales were up. He anticipated no improvement in the second quarter, but said that long-range prospects for the industry are good.

A Lasting Light



ONE-HUNDRED-YEAR lamp is turned on by Ralph J. Cordiner, president of the General Electric Co. The bulb, an outward replica of Thomas Edison's first practical incandescent lamp, will burn continuously atop the inventor's desk now on display at G-E's Schenectady laboratory. Improved materials and techniques give the bulb an anticipated 100-year life. Flanking Cordiner are Dr. William D. Coolidge, left, director-emeritus of research at G-E, and Dr. Guy Suits, right, G-E vice president and director of research.

Hi-Fi and Sewing Machines, but Few White Goods at



JAPANESE transistor radios were shown by Robin International Co. The transistors are made in the U. S., the radios assembled in Japan.

U. S. WORLD TRADE FAIR



A REFRIGERATOR fueled by gas, electric, or kerosene was featured by Basile, a Belgian company, in one of some 3,000 exhibits from 60 countries.



SHOPPERS compare details and prices on Grundig radios and hi-fi units. Grundig was one of a group of hi-fi exhibitors, mostly German and Japanese.



BELGIUM'S Ellenbee Co. showed washing machines, but the exhibit appeared quiet despite a Belgian near-monopoly on white goods at the Fair.

DEMONSTRATOR shows the advantages of Pfaff sewing machines as part of a display of 11 units, including two knitting machines.



NECCHI-ELNA demonstrator attracts the attention of one of the approximately 100,000 commercial buyers who thronged the two-week exhibition.



PROMOTION

Norfolk on Top Again . . .

. . . in Brand Names awards as the city's Mechanical Engineering Corp. wins highest honors; Harry Price clinches matters by going on the Foundation's board

Norfolk, Va., was very much in the limelight during Brand Names Week, April 28-May 4. "Brand Name Retailer-of-the-Year" in the appliance category was Mechanical Engineering Corp., Norfolk. Also elected to represent the retail advisory council for one year on the Brand Names Foundation's board

of directors was Harry B. Price, Jr., of Price's, Inc., Norfolk.

Each year the Foundation names the retailers-of-the-year in different categories at a dinner marking the occasion. This year, at New York City's Waldorf-Astoria Hotel, the Foundation honored 118 firms in 24 categories. The dinner, held on



FOUR WINNERS of Appliance Brand Name Awards were, left to right, G. A. Bering Sr., Mechanical Engineering Corp., Norfolk, Va.; Joseph H. Lederer, Lederer, Inc., Bridgeport, Conn.; Marjorie Gerhard, Gerhard's, Inc., Glenside, Pa.; and Stuart Greenley, Greenley's, Inc., Flint, Mich. Bering won top honors; the rest captured certificates of distinction.



A FIFTH WINNER was Ken Stucky, center, of Stucky Brothers, Ft. Wayne, Ind. Stucky is flanked by R. K. Farrand, merchandising and promotion manager of The Saturday Evening Post, left, and Robert Shellenberg, the Post's appliance and hard goods merchandising manager.

May 3, was the culmination of the Week.

Top honors in the appliance category went to Mechanical Engineering Corp., Norfolk. Certificates of distinction went to Lederer, Inc., Bridgeport, Conn.; Gerhard's, Inc., Glenside, Pa.; Greenley's, Inc., Flint, Mich., and Stucky Brothers, Ft. Wayne, Ind.

In addition to these regular awards in the appliance category, Price's election as one of two representatives of the retail advisory council marks the first time that the retail community has been represented on the board. Elected to the board with Price was Louis Bree Smith Sr., of Thorofare Markets, Inc., Pittsburgh, Pa.

Price is president of Price's, Inc., Norfolk. His company was awarded top honor in the appliance stores category in 1950. Following a three-year period of ineligibility under the rules of the competition at that time, Price's again won in 1954. Price has been active in the work of the retail advisory council since the awards were made.

Edward R. Taylor, executive vice president of Motorola, Inc., was elected honorary life director of the Foundation during the annual business meeting prior to the dinner. For the past two years, Taylor has served the Foundation as chairman of the board of directors.

A newly-elected director from the appliance field on the board for the coming year is Walter Jeffrey, vice president of Kelvinator division, American Motors Corp.

At the Brand Names Dinner, United States Senator Stuart Symington was principal speaker. He painted an optimistic picture of the country's future, emphasizing that in the last four years "average wages were up 22 percent and that profits increased 33 percent after taxes," adding that the only exception was the farmer.

Bing-Bong Booms

Retail salesmen are flocking to join Westinghouse's "Bing-Bong" promotion. The company reports that somewhere in the neighborhood of 20,000 salesmen have joined the program, which spans the five-month period between February 18 and July 12. Westinghouse is supporting the program with a barrage of national advertising.

The sales training program will produce cash and merchandise awards for retail salesmen (see *Electrical Merchandising*, March issue).

John J. Anderson, manager of

LBE Kit



LIVE BETTER ELECTRICALLY'S new Retailer's Kit helps electrical dealers to take advantage of the national spring LBE push. Banners, streamers, merchandise tags, an idea book, and a 30-page ad mat book are the major elements of the kit.

the Westinghouse major appliance division, is enthusiastic about the registration and reports that 451 salesmen have already accumulated enough Bing-Bong points to win a Westinghouse major appliance. "This year's Bing-Bong looks like a sure-fire hit," Anderson said.

Part of the program includes 7,050 telephone calls asking salesmen to name the four main Bing-Bong selling points of a Westinghouse major appliance. Up to \$75 will be paid for correct answers.

In three different ways, salesmen will have the opportunity to win cash and merchandise: by correctly naming the selling points; by earning points through sales; and, for those earning 10,000 points, by writing a 100-word letter telling "how Bing-Bong's four points helped me make my toughest sale."

Breezing Home



THE CARRY-HOME IDEA continues to wax popular. Signal Electric division of the King-Seeley Corp. has adopted the idea for its window fans. Shown introducing the new carton in Philadelphia are, left to right, Paul Glenkey, Signal sales manager; Jack Rosen, vice president of Raymond Rosen & Co.; Lee James, Signal district man; and Milton Roth, Rosen's appliance sales manager.

GEA Alabama sales manager Don Cooper signals the start of 46-truckload . . .

"CARAVAN OF VALUES"



ELEVEN portable TV sets in four hours; 60 major appliances in three weeks; 42 majors in six days—these are scores chalked up in small towns during a successful G-E distributor-inspired promotion in Alabama and northern Florida recently.

The promotion generated orders for 46 truckloads of General Electric major appliances. That's over 3000 pieces in all. Naturally this kind of an order meant unusual movement of G-E appliances in the area. Together with normal monthly warehouse sales, it gave General Electric Appliances Co., Alabama branch, the largest monthly billing in its history.

The 46 truckloads were shipped direct from Appliance Park in Louisville. They went to dealers all across Alabama and northern Florida who devoted the last days of March and the weeks thereafter to sales sparked by this "Caravan of Values."

The brainstorm to undertake the Caravan was aired and approved at a distributor management planning meeting held by the Alabama distributor in early February. The plan was this:

To get as many G-E dealers as possible to place either a full truckload—or half a truckload—appliance order to be shipped from Appliance Park in one cumulative shipment. This became the largest appliance order ever to go out of Appliance Park in one shipment to a single distributor. After two entire days of loading at Appliance Park, the shipment got underway March 20.

Promotional Activity Heavy

Promotionwise, the Caravan was publicized on a TV program called "Highway Patrol" in Birmingham and Dothan. Big space key city advertising appeared in ten newspapers throughout the area. Dealers were furnished with window display kits, price stickers, label but-

tons, and a variety of other publicity material. They were also shown how to stir up local interest through direct mail, sidewalk radio programs, teaser ads, a phone canvass, and additional promotional techniques.

Some Results

—A Goodyear Service Store in Birmingham sold 17 appliances on the first day of the promotion and a total of 42 pieces during six selling days.

—R & A, Inc., in Talladega, Ala. (population 12,000) purchased 100 pieces and promoted the Caravan through ads and on the radio. Unloading a number of the appliances right in front of the store, R & A sold 25 pieces in ten days.

—Farmers Hardware in Abbeville, Ala. (population 3500) met the Caravan special at the edge of town with a fire engine and police escort, formed a parade and buzzed the town. All 26 appliances were then

unloaded on the sidewalk for a sidewalk sale. Result: 15 pieces sold the first week, five more immediately thereafter. This dealer has repurchased eight appliances for fill-in orders.

—Ingram Nolen Hardware Co., Enterprise, Ala., (population 7300) used newspapers and radio to create a big promotional build-up before the Caravan special arrived. Five appliances were sold before the truck's arrival. Then, by tying in a portable TV sale with the Caravan promotion, Ingram Nolen sold 11 portables in four hours.

—W & P Appliances Co., Jasper, Ala., (population 8600) used both newspapers and local radio stations. All paid-up accounts were sent special credit letters worth from \$10 to \$15 and customers with six or more payments made were invited to add on with no down payment. Over 60 new and used units were sold during the first three weeks.

SOME DEALERS sold "right off the trailer" like this Alabama G-E Goodyear dealer located in city of Birmingham.



STREATER ELECTRIC combined the promotion with closing of Sheffield, Ala., store, sold 35 air conditioners and 10 major appliances in one day.



Delayed Journey



A PARTING JOKE is shared by Mr. and Mrs. Frank Kearns flanked by Allan G. Williams, right, Motorola, Inc.'s general sales manager, and Herb Dorrance, left, regional manager. The Atlantic City distributor and his wife sailed for Europe last month as a reward for being named 1955's Motorola "Distributor of the Year." The trip, which had been delayed once by the death of one of the Kearns' sons, was undertaken this time despite a fire that leveled Kearns, Inc.'s distributing warehouse a week before the sailing.

Business Paper Awards

Four appliance firms come out with honors from the eighth annual competition for effective advertising sponsored by Associated Business Publications

Four appliance firms were honored this year in the 8th annual Associated Business Publications awards given for effective advertising in merchandising papers during 1956. Listed among the winners were Allen B. DuMont Laboratories, Inc., of East Paterson, N. J.; Landers, Frary & Clark of New Britain, Conn.; Lewyt Corp. of Long Island City, N. Y.; and The Maytag Co. of Newton, Iowa.

The awards were given at a formal presentation in the Roosevelt Hotel, New York City. Mort Farr of Mort Farr, Inc., Upper Darby, Pa., served as chairman of the judges.

Allen B. DuMont won an award of merit for advertising "to establish with the trade a company policy based on the importance of top-quality merchandise to the profitable conduct of a retailer's business . . . to start a general trend of thinking which would improve selling practices throughout the country." The award was won by the company's TV receiver division.

Landers, Frary & Clark captured an award of merit for Cofeeomatic advertising designed "to capture attention, arouse dealer interest

and increase trade sales volume . . . to announce a completely new line of Cofeeomatics."

Lewyt won an award of merit for a vacuum cleaner ad aiming "to educate dealers to the many exclusive features of the Lewyt Power Cleaner."

Maytag laundry equipment came in for an award of merit for advertising trying "to indoctrinate dealers with the Maytag All-Fabric product story . . . to encourage dealers to use sales promotion aids."

There were seven divisions of awards, ranging from advertising to introduce new products or new packaging to use of dominant space—multiple page advertising which makes the most effective use of three or more consecutive pages in one issue.

Three Premiums

Motorola, Inc., is recommending three premium items to its distributors as a spur for the sale of car radio products. These items will be used as tie-ins with radio installations or as self-liquidating traffic builders.

First of these items is a car-home

washer with a rotating brush and a two-foot aluminum handle with shut-off valve.

A second item is a travel visette which fits the sunvisor of any car. It is designed to hold maps, sunglasses, etc.

The third item is a combination folding squeegee and brush, including a scraper for ice, a brush for snow, and a squeegee for cleaning car windows.

Color Carnival

Color television may find its first mass market in Milwaukee. It will if the Radio Corp. of America has its way. Beginning April 22 and continuing through the month of May, RCA, in cooperation with its Milwaukee distributor, Taylor Electric Co., gave color TV an initial push which it is hoped will give the medium momentum throughout the entire country.

Terming their promotion the "Carnival of Color," RCA and its distributor haven't let Milwaukee's citizens forget about multi-hued TV. The campaign included a series of full-color newspaper ads, special radio and TV commercials, color TV demonstrations in public places, tie-in promotions with local concerns, and a number of NBC-TV programs saluting the city. In addition, a direct mail campaign to 10,000 Milwaukee families started May 6. Telephone and door-to-door solicitations were also used.

A total of 210 hours of color programming was scheduled for May, an average of 7½ hours a day.

"How to Compete"

The National Appliance & Radio-TV Dealers Assn.'s management school has mushroomed in popularity in the three years of its existence. In 1955, the first year of the school, some 50 students attended. Last year, there were 100; this year there will be 200.

The school is held on the campus of the American University in Washington, D. C. This year it is slated for the week of July 25. Among the speakers will be Claire Ely, general sales manager of Maytag Co.; Erik Isgig, Zenith's vice president in charge of advertising; Richard E. Snyder, the economist who prepares the annual Cost-of-Doing-Business survey, and Nathan A. Baily, dean of American University's School of Business Administration.

The fee for first year students is \$125 and for second year students it is \$150. This includes tuition and accommodations for the week-long course. About 50 of last year's students will be on hand for the advance course. A limited number of enrollments for the basic course are still available.

The course has become so popular that NARDA is considering additional schools in other cities. A. W. Bernsolin, executive vice president of NARDA, says of the school, "I know of no other comparable source of information on how to compete in today's market."

Those interested should contact NARDA, 1141 Merchandise Mart, Chicago 54, Ill.

Stirring Interest



RAPT ATTENTION greets television star Josephine McCarthy as she whips up a serving of after-dinner coffee in Macy's basement. Miss McCarthy used an electric coffeemaker and an electric skillet in a Live Better Electrically demonstration at Macy's New York City store. The LBE promotion was tied in with the Borden Co., whose products and recipes were used.

PEOPLE

New ARI Chief



NEW PRESIDENT of the Air-Conditioning & Refrigeration Institute is Temp-rite Products' Lud Emde shown addressing ARI members at recent four-day confab.

ACTION Chief

The American Council to Improve Our Neighborhoods has a new president. He is Roy W. Johnson, executive vice president of General Electric Co.

Johnson has been a member of ACTION's board of directors since October, 1954. He is also serving on the organization's finance and research committees. As president, he will, of course, be a member of the executive committee.

In cooperation with ACTION, Johnson developed a program with G-E's community and plant relations managers to encourage and assist them in their participation in local urban renewal activities.

Three new directors also were named to ACTION's board.

Dabney Resigns



W. R. DABNEY has resigned as president of Ironrite, Inc., due to ill health. Dabney, who has been associated with Ironrite for 31 years, was elected president in 1953 and will now continue as a member of the board of directors. He has been active in industry affairs and has served as president of the American Home Laundry Manufacturers Assn.

Bregstein Resigns

Arthur Bregstein, sales vice president and general sales manager for Roto-Broil, Inc., has announced his resignation. Bregstein has been with Roto-Broil since their beginning in 1950. Previous to that he worked as sales manager for SKJ Electric Manufacturing Co.

Bickel Retires

John M. Bickel, vice president of Carrier Corp. and general sales manager of its unitary equipment division, has announced his retirement. Bickel will remain as a consultant to Carrier.

Bickel pioneered in the development of the air conditioning industry's present distributor-dealer marketing methods. Carrier says that he is credited with the establishment of a sales and distribution pattern which placed air conditioning for residences within reach of the average buyer.

LETTERS

To the Editor:

We were considerably upset this morning when looking through **ELECTRICAL MERCHANDISING** and reading the Electrical Appliance Trade Report by Harry Grayson on page 139.

We particularly refer to the part under the subheading, "Manufacturers Sales Down."

After citing certain percentages that various appliance industries were off, including 18.7 for washing machines, Grayson states that Whirlpool Corporation was a marked exception with first quarter sales 17 percent over the 1956 period.

Now turn back to Speed Queen's ad on page 131 and you will note that we are using "Merch" to shout about our own sales increases which showed 72.1 increase on automatic washer sales in the first quarter over the same period of a year ago and an increase of 43.3 on dryer sales. If that is not a "marked exception" I do not know what is.

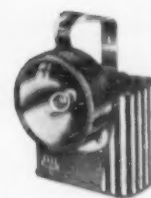
It seems to us that if Grayson is going to give "factual reports" such as the one in his article, he should not just single out one "marked exception" for comment, particularly when I think our increases were much more remarkable than those shown by Whirlpool Corporation.

J. S. Morris
Advertising Manager
SPEED QUEEN,
A Division of McGraw-Edison Co.
Ripon, Wisconsin.



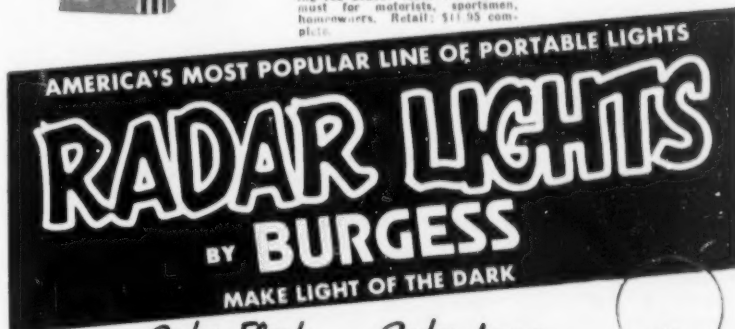
Radar BEARCAT

At right: America's newest focusing lantern. Oversize head and large reflector give a long clear beam or wide flood with a twist of the wrist. Retail: \$6.95 complete.



Radar-Lite

At left: 40,000 candlepower sealed-beam headlight and flashing red beacon make this light a must for motorists, sportsmen, hikers, etc. Retail: \$11.95 complete.



Radar-Flash

Low-cost emergency flasher gives 85 hours of continuous signals visible a mile away. Retail: \$6.40 complete.



New powerful battery (TW) used on all Radar-Line lights. Leakproof, weather-proof, long-lasting. Retail: \$2.45.

Radar-Lamp

Perfect portable light obscures flame type lanterns. Gives a wide bright circle of absolutely safe light. Retail: \$6.95 complete.



Model TW7 (Brilliant Chrome)
Model TW8 (Lustrous Copper)



The entire Burgess line is backed by intensive national advertising. Contact your Burgess distributor today!

BURGESS BATTERIES

BURGESS BATTERY COMPANY FREEPORT, ILLINOIS

IF . . . YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

NEW

Name

Address

City..... Zone..... State.....

Company..... Title.....

OLD

Name

Address

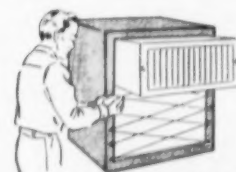
City..... Zone..... State.....

ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

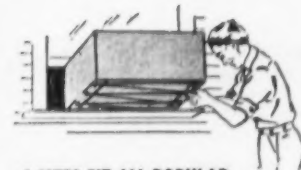
Only 8 Versatile

"ROSCO" COOLER COVERS

Fit Over 70 Coolers!



4 SIZES FIT ALL POPULAR
EVAPORATIVE WINDOW COOLERS



4 SIZES FIT ALL POPULAR
REFRIGERANT WINDOW COOLERS

Designed to give you the highest sales potential with the smallest stock! Fit all but the most unusual shaped air conditioners. Proved by over four years of service.

- Made of heavy weight 8 oz. Dura treated to repel water and mildew
- Constructed with grommets in double reinforced hem for top strength
- Adjustable for snug fit with lacing cords that pass through grommets
- Individually packaged in attractive clear plastic with instructions and illustrations on each package

See your distributor, or write for price list and quantity discount

ROBERTSON Sales Company
P.O. Box 892 Oklahoma City, Okla.

INDEX TO ADVERTISERS

The Year 'Round Market Place

JUNE, 1957

Amana Refrigeration, Inc., 112, 113	Martin-Senour Co., The, 102
American Safety Razor Corp., 72, 73	McCall's, 8
American Telephone & Telegraph, 80	McGraw-Edison Co., 124
Apex Electrical Mfg. Co., Inc., The, 2nd Cover	Clark Div., 4
	Toastmaster Products Div., 137
	Mend-It-Sleeve Mfg. Co., 77
	Merchandise Mart, The, 14, 15
	Motorola, Inc., 81
	Minneapolis-Honeywell Regulator Co., 108
Bendix Aviation Corp., Freiz Instrument Div., 17-20	National Housewares Mfrs. Assoc., The, 117
Blackstone Corp., 90	Norge Div. Borg-Warner Corp., 98
Borg-Erickson Corp., The, 135	Northern Electric Co., 128
Burgess Battery Co., 119	Orradio Industries Inc., 85
Caloric Appliance Corp., 84, 85	Philco Corp., 92, 93
Chevrolet Div., General Motors, 102	Porcelain Enamel Institute Inc., 104, 105
Chicago Tribune, 34, 35	Quaker Mfg. Co., Heating Div., 38, 39
Clinton Machine Co., 44	Florence Stove Co., 42, 43
Columbia Records, Inc., 6	Readers Digest, 37
Commercial Credit Corp., 33	Revco, Inc., 137
Cornish Wire Co., Inc., 76	Roll-Or-Kari Co., 36
Cory Corp., 104, 105	Roper Corp., Geo. D., 135
Cribben & Sexton Co., 83	Robertson Sales Co., 137
	Self-Lifting Piano Truck Co., 128
Dayton Rubber Co. The, Industrial D.E.M. Div., 91	Skinner Co., M. B., 106
	Spencer Thermostat Div., Metals & Controls, 71
Electrical Merchandising, 78, 79	Studebaker-Packard Corp., Sylvania Electric Products, Inc., Television & Receiver Div., 123
Eureka Div., Eureka Williams Corp., 70	Textile Mills Co., 24
Evening and Sunday Bulletin, The, 100, 101	Tide, 65
Frigidaire Div. General Motors Corp., 74, 75, 103, 120	Webb Manufacturing Co., 21
Gas Appliance Mfrs. Assoc. Inc., 41	West Bend Aluminum Co., 67
General Electric Co., Appliance and Television Receiver Dept., 111	Westinghouse Electric Corp., Appliance Div., 2, 3, 66, 67
Automatic Blanket & Fan Dept., 96, 97	Whirlpool Corp., 22, 23, 26, 27, 30, 31, 62
Major Appliance Dept., 74, 75, 103, 120	Wiegand Co., Edwin L., 95
Motors Div., 25	
Telechron, 107	
Gibson Refrigerator Co., Div. Kupp Corp., 61	
Hamilton Mfg. Co., 88, 89	
Hobart Mfg. Co., KitchenAid Dishwasher Div., 114	
Hoover Co., The, 7	
Hotpoint Co., 3rd Cover, 11, 87	
I-XL Furniture Co., The, 69	
Kelvinator Div. American Motors Corp., 4th Cover	
Lau Blower Co., The, 99	
Magic Chef, Inc., 28	
Mallory & Co., Inc., P. R., 13	

CLASSIFIED ADVERTISING
F. J. Eberle, Business Mgr.

EMPLOYMENT OPPORTUNITIES
137

EQUIPMENT
MERCHANDISE
(Used or Surplus New)
For Sale 137

This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

Contest Helps Distributor



GIBSON GIRL contest helped distributor J. N. Ceazan of San Diego, Cal., sign up 24 new dealers to handle Gibson line. Ceazan, a Gibson distributor since December, sponsored promotion to speed up his initial sales effort. Crowning of winner, far left, was done by C. J. Gibson, Jr., president of the appliance firm.

DISTRIBUTOR NEWS

• **Motorola, Inc.**, has announced plans for their annual distributor convention to be held July 18-20 at the Blackstone Theatre and Conrad Hilton Hotel in Chicago. Included will be introduction of all new lines of television, hi fi and phono products, as well as table and clock radios. In addition intensive sales training sessions in connection with the new merchandise, and a complete tour of Motorola's Chicago installations, are planned.

• **General Electric Appliances Co.**, Burlingame, Cal., has formally opened and is now doing business from their new 130,000 square foot regional warehouse, sales and service facilities. The \$1,500,000 structure is California and Nevada distribution center for TV receivers and major appliances, and employs an approximate 150 persons. A 120 seat auditorium provides accommodations for appliance previews, cooking schools and dealer meetings, and the 3500 square foot display room features a round dozen model kitchens.

PERSONNEL APPOINTMENTS

Du Mont Illinois, Inc.—John J. Frawley, (general manager); Norwin J. Eisenman, (regional sales manager).

Graybar Electric Co., Inc.—J. H. Bailor, (manager, Eugene, Ore.); H. O. Colburn, (manager, Spokane, Wash.); J. L. Oglesby, (manager, Little Rock, Ark).

Raymond Rosen & Co., Philadelphia, Pa.—Charles E. Boyer, Sr. (district manager, RCA-Victor div).

Roth Appliance Distributors, Milwaukee, Wisc.—A. F. Schmalzer, (vice president).

Distributors Named

Amana Refrigeration, Inc.—McKee and McRae, Inc., Jackson, Miss.
Arvin Industries, Inc.—Coghlin Electric Co., Worcester, Mass.
Allen B. Du Mont Labs, Inc.—General Sales Co., Indianapolis, Ind.

Mitchell Mfg. Co.—Fridley Brothers, St. Louis, Mo.; Bond-Ridder-Jackson, Charleston, W. Va.

Motorola, Inc.—Penn Appliance Distributors, Inc., Philadelphia, Pa.
Perfection Industries—Jordon Supply Co., Buffalo, N. Y.; R. D. Marshall Co., Albany, N. Y.; Coleman Electrical Co., Brooklyn, N. Y.; Lincoln Supply Co., Syracuse, N. Y.; Ace Refrigeration Supplies, Inc., Miami, Fla.; Harry F. Halde-man, Inc., Los Angeles, Cal.; Amana Products Corp., L. I. C., N. Y.

Philco—Graybar Electric Co., Inc., Seattle, Wash.

Quicfrez, Inc.—Buchan Supply Co., N. Wilkesboro, N. C.; Erie Industrial Electric Supply, Erie, Pa.; Empire Sales Corp., Seattle, Wash.

Remington Air Conditioning Div.—Gover and Co., Charlotte, N. C.; J. V. Folsom and Son, Dallas, Tex.

Republic Steel Kitchens—Houston Starr Co., Pittsburgh, Pa.

Youngstown Kitchens—Appliance Distributors, Phoenix, Ariz.

NEW FACES IN NEW POSITIONS



C. D. ALDERMAN



PAUL E. BRYANT



GEORGE T. LONG



MICHAEL L. ONDO

Hoffman Radio Div., Hoffman Sales Corp.—Paul E. Bryant has been named vice president in charge of sales. Bryant had previously served as general sales manager of the radio division.



G. J. VANDER WEELE



WILLIAM A. LAKE

Carrier Corp.—George T. Long has been named director of marketing and William A. Lake, sales manager for the corporation's unitary equipment division.



JAMES H. JEWELL

White Products Corp.—Gordon J. Vander Weele has been appointed general sales manager. Vander Weele was formerly sales manager of the White water heater division.

Schick, Inc.—Paul G. Garrity has been appointed vice president in charge of sales.



J. W. FARROW

Ampex Corp.—J. W. Farrow has joined the company with the title of director of marketing. Farrow was formerly associated with Stromberg-Carlson.



C. J. VONDRAN

Westinghouse Corporation—James H. Jewell, vice president in charge of sales has been appointed to the new post of vice president in charge of marketing. C. J. Vondran has been appointed merchandise manager of refrigerators and C. J. Kenny merchandise manager of freezers.



JOSEPH D. LYDON

Philco Corp.—Joseph D. Lydon has been named director of sales development. Also named was William T. Quillan, Jr., appointed manager of sales training.

Frigidaire Div., General Motors Corp.—William J. Dinsmore has been named manager of range and water heater sales.

Easy Div., Murray Corp. of America—D. A. Sjolseth has been named western regional sales manager.



ALBERT LEON

Symphonic Radio and Electronic Corp.—Albert Leon has been appointed advertising and sales promotion manager.

MERCHANDISING

Supplement Products Services
For More Sales - More Profits

HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

SELF-LIFTING
PIANO TRUCK CO.
425 N. Main St. Findlay, Ohio



Handle refrigerators, ranges & freezers the quick and easy way...

ROLL-OR-KARI DUAL TRUCKS

Pat'd Step-On-Lift, Retractable wheels. Cap. 800 lbs. Ship. wt. 48 lbs. DELUXE Model equipped with swivel wheels at one end. REGULAR Model with fixed wheels.

Write Dept. B for folder.

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

FAMOUS

Mend-it sleeve



Just insert wire ends and crimp tight with ordinary pliers.

Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply, 5 Sizes.

WRITE FOR CATALOG & FREE SAMPLE

MEND-IT SLEEVE MFG. CO.
3125 Gloria Terrace Lafayette, California

SEARCHLIGHT SECTION

(Classified Advertising)
EMPLOYMENT BUSINESS
EQUIPMENT — USED OR RESALE
OPPORTUNITIES

POWER MOWER SALES MANAGER
This is an outstanding opportunity with one of America's largest power lawn mower manufacturers. The man we're looking for must have extensive contacts in one or more of these fields: department store, automotive chain, furniture, wholesale hardware or appliances. He must be willing to travel and be able to direct a national sales force. Compensation and opportunity for growth limited only by your ability. Send complete resume to P-6178, Electrical Merchandising, 620 N. Michigan Ave., Chicago 11, Ill.

NEW • FREE • NEW VACUUM CLEANER 1957 CATALOG

CLEANERS AND PARTS
Eder Vacuum Cleaner Co.
13343 Livernois, Dept 28H
Detroit 38, Mich.

REPLIES (Box No.): Address to office nearest you to this publication Classified Ad. Div.
NEW YORK: P. O. Box 12 (66)
CHICAGO: 620 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

New manufacturers of small electrical and home appliances need representation in Canada and general areas of the United States except West Coast. Younger, smaller firms preferred. Complete references required. Write L. Peterson, 1205 West 29th St., Minneapolis 8, Minn., for complete details.

WANTED

Anything within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.



LAURENCE WRAY

Editor

Let's Stop Crying

AS the first half of 1957 draws to a close, it may be appropriate to assess the trend of business in our industry. The first impression one gets from talking to industry people—manufacturers, distributors, dealers—is that business for the first few months of '57 is decidedly "soft"; that sales and profits have slipped badly from the comparable period in '56. Some maintain a commendable calm and feel confident that the second half will erase the losses of the first. Others are crying in their beer and are mouthing predictions of depression for the appliance trades. Nor are these prophets of doom given any cause for cheer by reports in the business press about the sad state of consumer goods industries. Companies with declining sales and profits or with plant shutdowns and laid-off workers, seem to get the big play. Conversely, companies showing gains rate little space. It's as though business economists feel guilty about the prolonged boom in American business and relish ferreting out all possible indicators of impending bust.

Well, let's look at some facts. In 1956, the appliance-radio-television industries racked up an all-time record dollar volume of \$8,378,170,500—the second year in a row to top the \$8 billion mark. This volume, incidentally, was six times greater than the last prewar year of 1941. In the durable goods field, only the appliance business scored increased sales during 1956—home-building was down 17 percent and autos down 24 percent. So when we talk about business being off, let's put it into its proper focus. Take another statistic: In 1946, taking the country's gross national product at 100 percent and our industry's at 100 percent, the 1956 figure would show GNP 197% and our industry's at 379%—

a 182% growth gain over the national economy as a whole.

WE have added 18 million new customers to the lines since the war; we have seen better than a million new homes built each year; and we have sold the astronomical figure of 331,642,400 major appliances, radio and TV sets in the post-war period—about two sales to every person in the U.S. Look at some of the figures on specific devices sold in the 10-year period from 1946 to 1956: Nearly 44 million refrigerators; over 40 million washers; nearly 34 million vacuum cleaners; 6½ million dryers; nearly 8½ million freezers; 14½ million ranges; over 9 million water heaters; 2 million dishwashers; over 6 million room air conditioners; over 3 million disposers; 53 million TV sets and 108 million home radios.

That's a record of phenomenal growth and sales achievement. Nor, except for slack business in the first few months of 1957, is there any sound indication that the same pattern of growth will not continue.

DISPOSABLE income during the first quarter was running at an annual rate of \$295.5 billion, or 5.5 per cent over the same period in '56. Consumer savings in the first quarter were running at an annual rate of \$20.5 billion, compared to \$18.6 billion in '56. Consumer debt on appliances-radio-television was reduced one percent in the same period. In employment, incomes, savings and instalment debt, therefore, there is solid basis for further industry expansion.

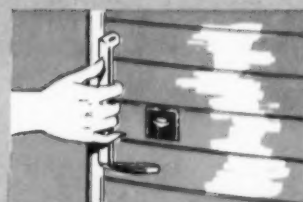
It's about time we abandoned the crying towels and the wailing wall and begin to realize the dynamic potentials of our industry.

Latch onto the **Hotpoint** light touch!



**HOTPOINT
LIGHT-TOUCH
FEATURES
ARE EASY TO
DEMONSTRATE—
MAKE SALES
EASIER!**

**HAVE YOUR HOTPOINT
DISTRIBUTOR SHOW YOU THE
LIGHT-TOUCH TECHNIQUE TO
BETTER REFRIGERATOR SALES**



light-touch **DOOR LATCH**

The new Hotpoint Light-Touch Door Latch opens and closes with finger-tip pressure. Soft, rippled vinyl gasket grips refrigerator firmly, sealing in cold more effectively than ever. Door latch is so designed that door can be opened from inside with slight pressure.



light-touch **GLIDING SHELVES**

Sturdy rod-type aluminum shelves glide in and out at the touch of a finger. Food in the rear corners is just as easy to reach as food in front. Shelves can also be moved up or down to fit individual storage needs and can be easily removed completely for cleaning.



light-touch **ROLLERS**

Rubber-cushioned rollers on all four corners of the refrigerator permit the cabinet to be rolled out from the wall with light-touch effort. A foot pedal serves as a brake to lock the refrigerator in position. Makes cleaning or decorating behind, beneath or beside the refrigerator an easy job.

look to **Hotpoint**
for the finest-first!



Refrigerators • Food Freezers • Air Conditioners • Electric Ranges • Automatic Washers • Clothes Dryers • Gasolines • Dishwashers • Disposals • Water Heaters • Televisions
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

KELVINATOR TRADE WINDS

A WHALE  OF A PROMOTION

New Models—Special Prices—Proven Traffic Builders—Powerful Closers!

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Every day more and more dealers report the spectacular results that they are now getting in creating sales excitement with 1957's great retail store spectacular—Kelvinator "Trade Winds". And don't forget that "Trade Winds" is a full peak-season

promotion with everything that is needed to keep your selling activity in high gear over an extended promotional period. There is still time to take advantage of 1957's most powerful appliance program. Get those "Trade Winds" blowing your way now!



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